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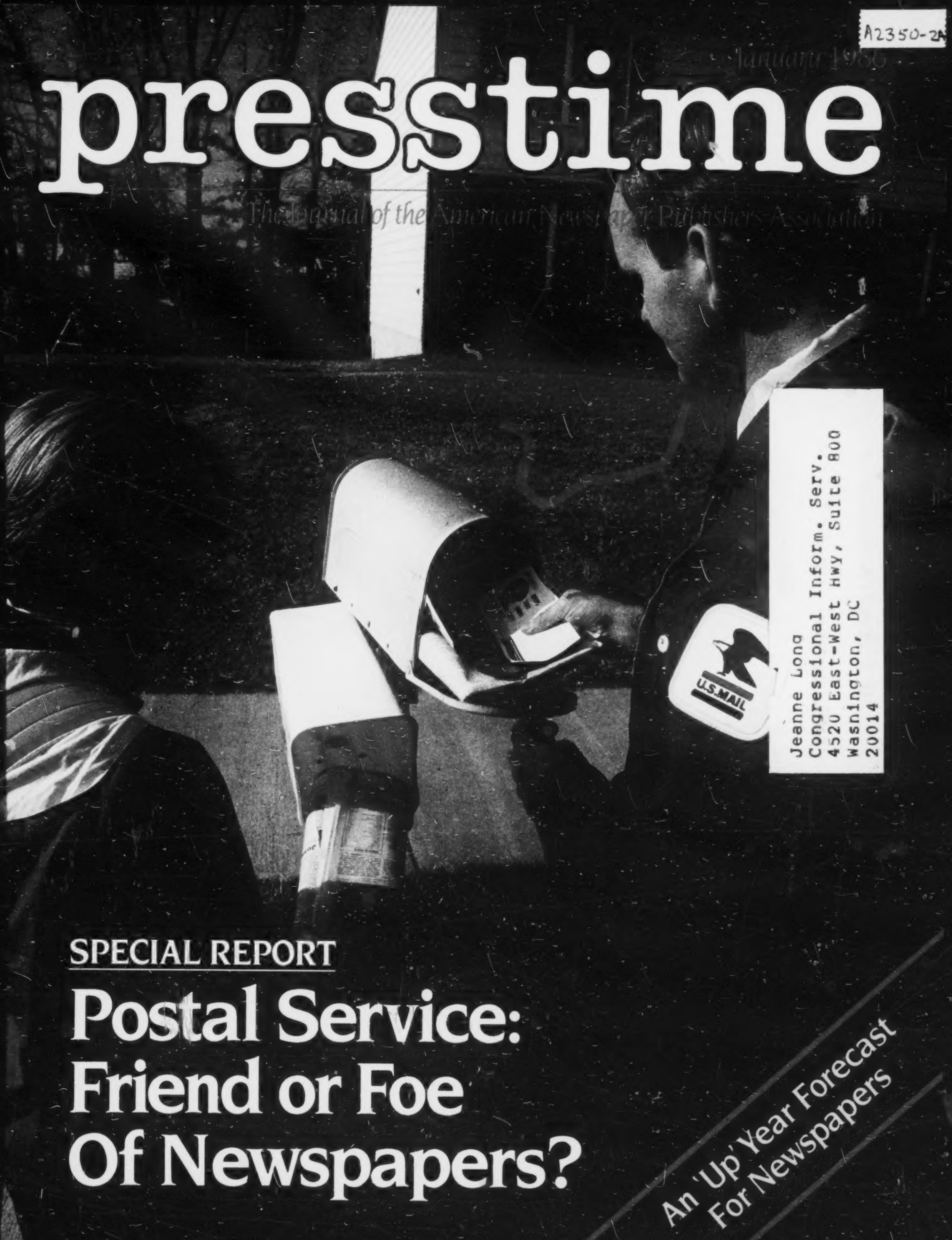
The Journal of the American Newspaper Publishers Association



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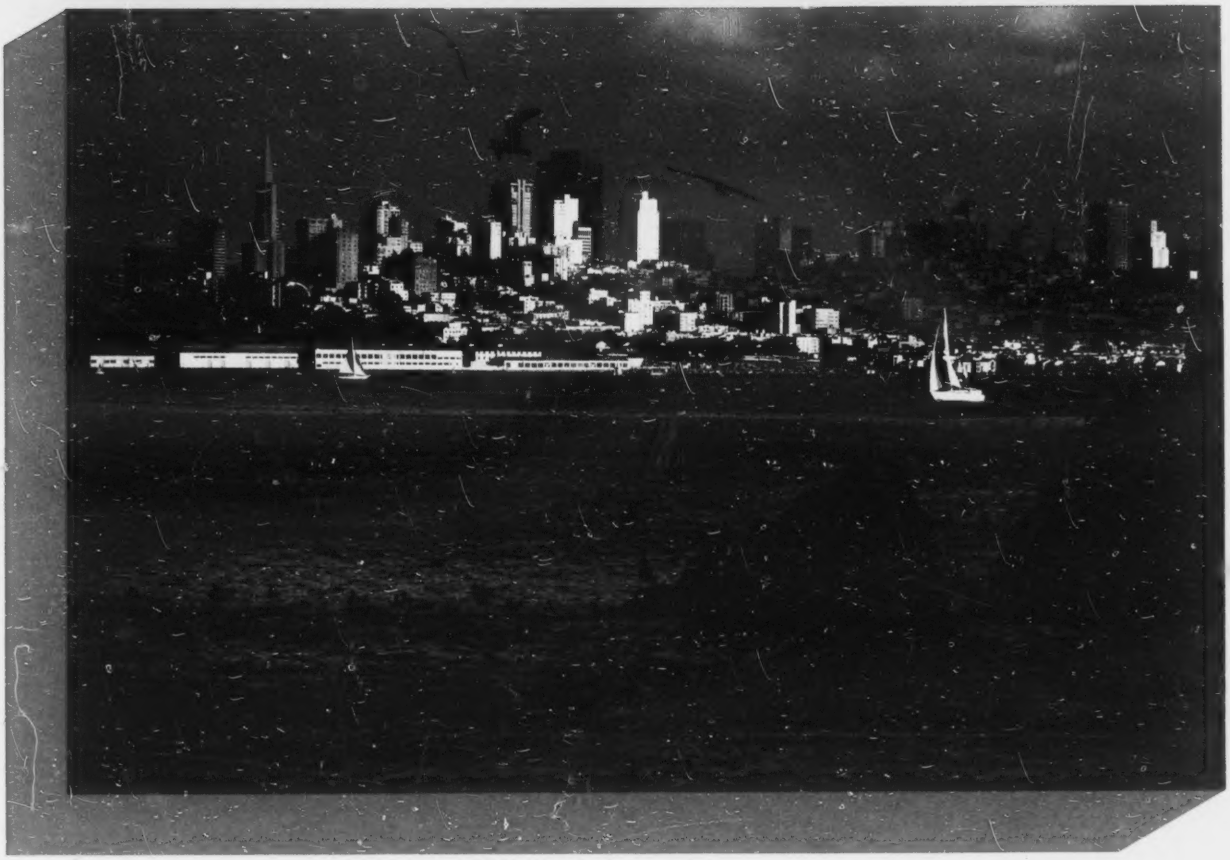
SPECIAL REPORT

Postal Service: Friend or Foe Of Newspapers?

An 'Up' Year Forecast For Newspapers

SAN FRANCISCO



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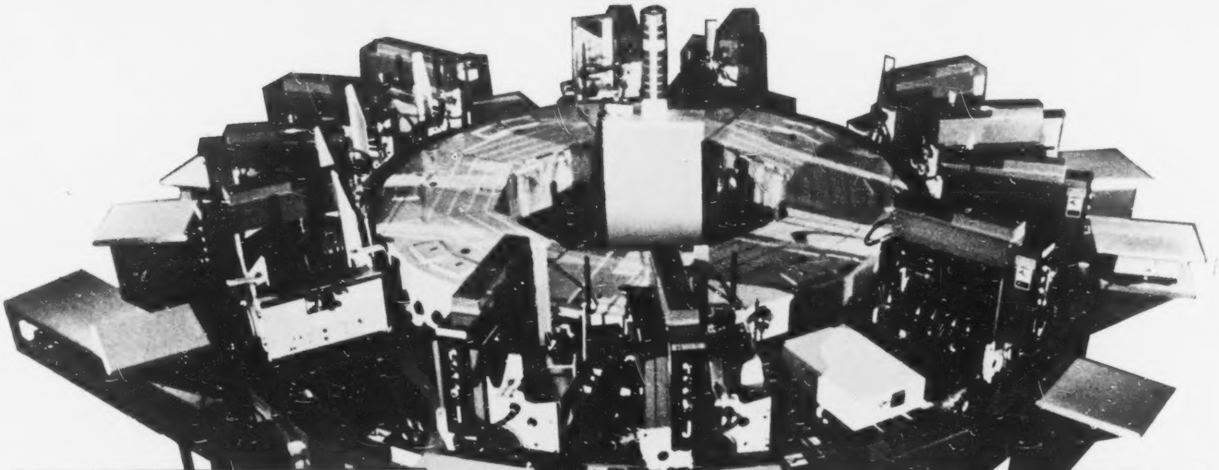

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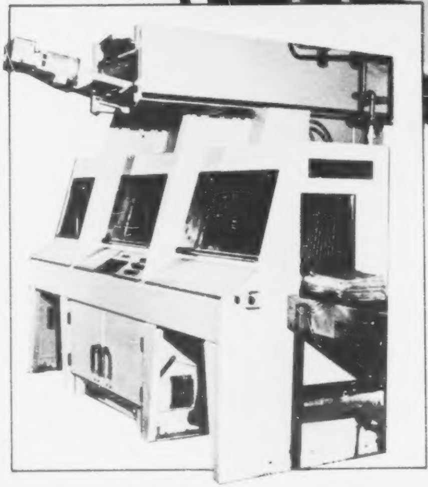

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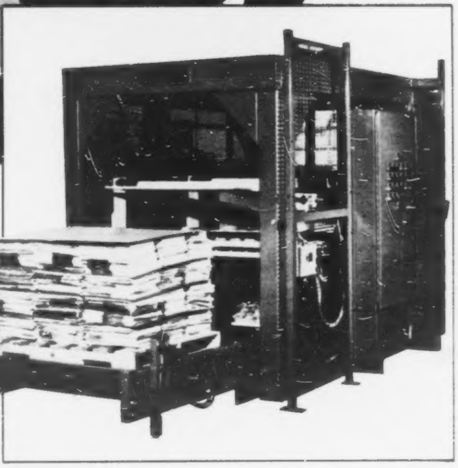

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CHAIRMAN'S CORNER

Some heartening news about press freedom on international fronts

Let's start off the New Year right—with some good news.

In recent weeks, there have been significant gains for free-press groups such as ANPA that strive to defend on the international scene the principles of independent, free news media.

First, the Inter-American Court of Human Rights has ruled that compelled licensing of journalists violates freedom of expression.

Second, the International Red Cross has established a "hot line" for journalists in trouble on hazardous professional missions.

Third, the White House has dropped a requirement that foreign correspondents in Washington, D.C., need a letter from their governments to get credentials.

These "wins" don't end the fight for a free press, by any means. But they show what can be accomplished by our continuing alertness and hard work.

There is a common thread. In each case, it was cooperation among a number of free-press groups that achieved the victory. Three organizations (ANPA, World Press Freedom Committee, Inter American Press Association) filed briefs in the licensing case. Ten others—including American Society of Newspaper Editors, Associated Press, International Press Institute, International Federation of Newspaper Publishers and The Newspaper Guild—added their names to these briefs. Eight groups, among them FIEJ, WPFC and IAPA, sought Red Cross help for journalists—resisting proposals by Communist-led groups to license them in the process. ANPA carried the ball across the goal line in the White House negotiations, but WPFC, IAPA and the American and Canadian committees of IPI all were involved in that one, too.

Richard J. V. Johnson

ANPA and IAPA have proven track records in the effective defense of press freedom and access. The steady, effective coordination and monitoring of WPFC play a significant role, too. All of the persons and groups who have shared in this deserve credit and our thanks.

Let's keep up this good work.

Dick Johnson

Richard J. V. Johnson
Chairman and President

ANPA

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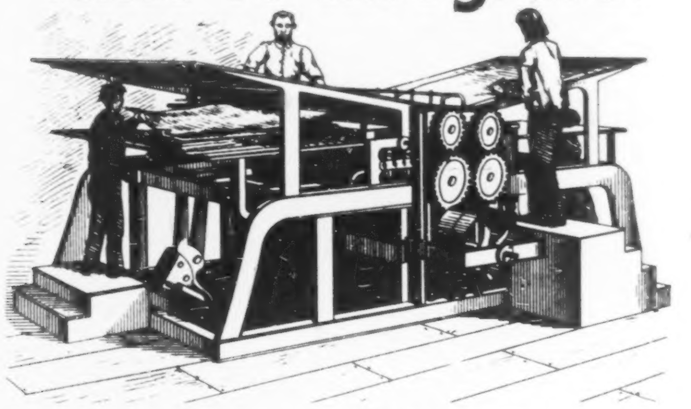

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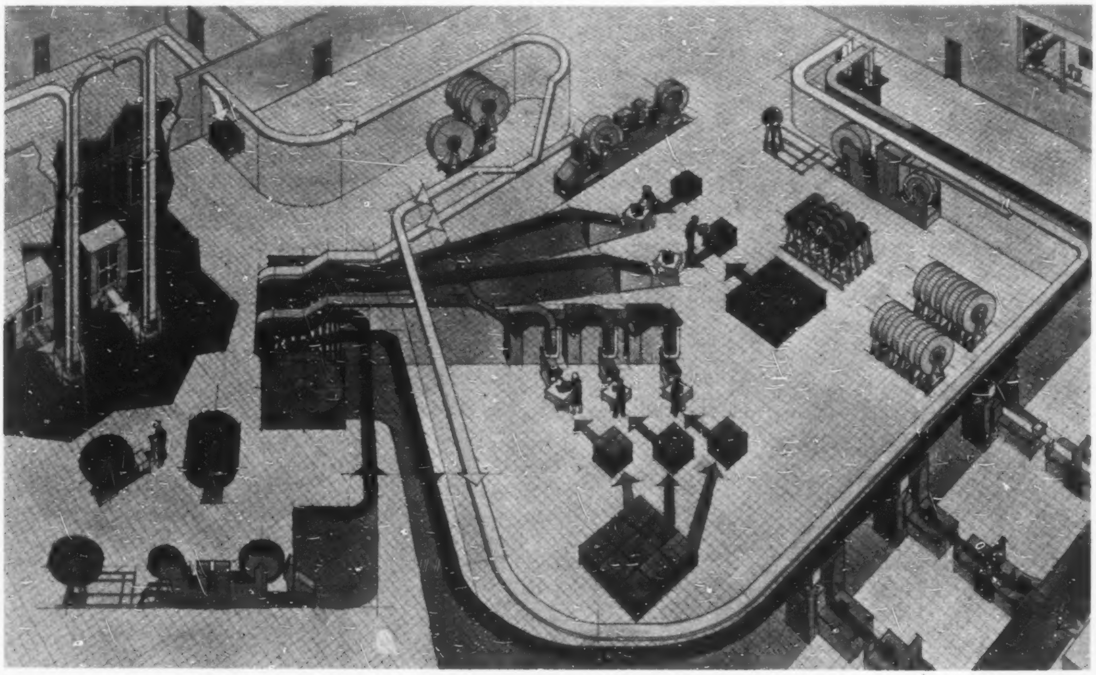

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Economic Forecast '86

Newspapers are looking forward to a good, though not a great, year for growth in revenue, earnings and linage

BY MARGARET GENOVESE
presstime staff writer

For U.S. daily newspapers, 1986 will be an "up" year. But in this, the year a journalist is slated to be launched into outer space, growth will not be stratospheric, according to analysts and newspaper executives.

"I see a comparatively slow start, but I see a fairly strong finish," says media analyst J. Kendrick Noble Jr., first vice president of PaineWebber Inc.

Noble predicts "a pretty good year, overall," for newspapers. "While revenues are not going to be growing dramatically, in all probability their costs will not be soaring either," he told presstime during the final day of his firm's 13th annual Outlook for the Media conference for stock analysts.

Major, publicly owned newspaper companies that made year-end reports at the Dec. 9-13 conference in New York City said they looked forward to a good year, following what turned out to be a softer-than-anticipated 1985 for some newspaper companies. Several reported they had implemented cost-cutting measures during the year.

Executives of individual newspapers also are optimistic about 1986, but few look for substantial gains over 1985.

The U.S. Department of Commerce's newspaper analyst also believes newspapers will experience somewhat stronger growth this year than last. Rose Marie Zummo Bratland says newspaper receipts, in constant (adjusted for inflation) dollars, could be up as much as 3 percent.

She estimates that when all the figures for 1985 are in, they will show receipts rose only about 2 percent during the year.

Newspapers "seemed to reflect a cooler economy," she says, and advertising receipts grew at a much slower rate than 1983 and 1984.

Bratland's 1986 forecast is a modification of one she made at mid-year, in which she said receipts probably would not grow more than 2 percent. She revised the prediction after 1986 forecasts for the U.S. economy as a whole began to brighten. If advertisers believe the economy is on the upswing, it could mean more advertising for newspapers, she observes.

Speaking on the outlook for '86 at the PaineWebber conference, Edward T. Parmelee, vice president of marketing for Knight-Ridder Newspapers Inc., said he anticipates a 7.5-to 8-percent increase in total newspaper advertising revenues over 1985.

This would match or slightly better newspapers' ad-revenue performance in 1985, which Parmelee pegged at 7.5-percent higher than the 1984 level.

Robert J. Coen, senior vice president of McCann-Erickson Inc., told the New York City gathering that he expects total media ad revenues in 1986 to top 1985's by 8 percent. He also said he thinks better growth will occur in the second half of the year.

Later, asked for a prediction covering newspapers separately, Coen told presstime he expects newspapers will experience an overall ad-revenue increase of about 7.9 percent, with an increase of about 8 percent in local advertising and between 7 and 7.5 percent in national advertising.

Both Parmelee and Coen observed before the New York City gathering that 1986 elections will bring extra advertising dollars to newspapers. Parmelee predicted they will enjoy "substantial" volume from political advertising, particularly in areas where hard-fought primary contests develop.

In the main, however, both men saw the revenue increases coming more as a result of rate increases than increased linage.

Ad agency executive Coen predicted newspapers will impose rate increases averaging 7 percent. Newspaper executive Parmelee's forecast was for increases in the range of 6.5-7 percent. "ROP (run-of-paper) pricing increases in all classifications are likely to be in the 7-percent range, but minimal preprint rate increases due to competitive direct mail pressure and ROP discount programs will reduce the total rate increase yield," Parmelee said.

He added that newspapers look for 1- to 2-percent gains in full-run ROP linage, with part-run ROP linage growing more than 5 percent because of continued expansion of zoned sections and total market coverage products. He predicted growth in full- and part-run preprint volume will continue, but at a slower pace than in recent years.

Ad revenue review. In addition to issuing their predictions for 1986, the prognosticators explained why 1985 did not live up to their expectations.

In late 1984, industry analysts had said advertising revenue growth in U.S. newspapers in 1985 would decrease from about 14 percent in 1984 to 10-11 percent in '85 [presstime, Jan. 1985, p. 36].

They were right about a slowdown but wrong—on the low side—about its magnitude.

"We overestimated the strength of retail and national advertising and underestimated the continued strength of classified," said Parmelee, who had forecast a minimum 10-percent gain.

1985 also confounded Coen. A year ago, he predicted advertising in all media would increase 9.7 percent in 1985; it rose only an estimated 8.3 percent.

Coen noted that 1985 was the first year in a decade when the increase in national advertising in the "major mass consumer media"—television, radio, magazines and newspapers—failed to keep pace with the economy, posting only a 4.2-percent gain, compared with a rise in the gross national product of 6.2 percent.

The "big surprise," said Coen, was network TV, which had its first decline since 1971—falling 2.5 percent in the national column.

Newspapers gained 7 percent in national and 8.5 percent in local advertising, according to Coen's figures.

The main explanation of 1985's weaker-than-anticipated growth, Coen said, was the "final arrival of disinflation to the advertising sector of business" and the rebellion of advertisers against media rate increases that were substantially higher than the rise in consumer prices.

Costs. One factor in newspapers' profitability in 1986 will be newsprint prices. Despite producers' repeated efforts, newsprint prices did not rise in 1985. The outlook for 1986 is unclear.

One Canadian forest products analyst believes producers will not be able to make a price hike stick in 1986, either. "Basically, I don't see any price increases period in 1986," says Brian F. Topp of Midland Doherty Ltd. in Toronto.

As Topp sees it, the reasons are excess supply and the probability that the Canadian dollar will continue to fall vis-a-vis the American dollar, enhancing profitability for Canadian producers whose U.S. customers pay in U.S. dollars.

However, he adds, if 1986 turns out to be a "very strong year" economically, producers may be able to raise prices in the fourth quarter, although the increase would be unlikely to take hold across the board until the first quarter of 1987.

Newsprint prices have not risen since July 1984, when eastern Canadian producers raised the list price to $535 a metric ton; the West Coast followed soon after. Topp says the bulk of Canadian newsprint is being sold for about $450 a metric ton, with some spot discounting to $390 a ton or less.

ROP *rate increases likely will be about 7 percent, but preprint rate increases will be minimal and will reduce the total rate increase yield.*

Edward T. Parmelee

Other analysts hold contrary views. Jim D. Rowland, publisher of the Canadian Paper Analyst, predicts discounting will begin to disappear and that by mid-year, "there should be a move afoot for some formal price increase." As reasons, he cites an improving economy, very little additional papermaking capacity being added in North America and the continuing drop in the value of the U.S. dollar against some other currencies, which makes the United States less attractive as a market for papermakers outside North America.

Rowland also says there is a "good possibility" that 1986 will see the formalization of a two- or three-tiered pricing structure in which higher quality newsprint will command a higher price [presstime, Nov. 1985, p. 62]. For example, he says, "USA Today-type quality (paper) will be charged off at a premium (compared with) traditional letterpress quality."

One major U.S. newsprint consumer that sees a price increase coming in 1986 is the firm that publishes USA Today, Gannett Co. Douglas H. McCorkindale, vice chairman/chief financial and administrative officer, told analysts at the PaineWebber conference that the company expects newsprint prices to increase 7 percent in late summer to early fall.

The other major cost consideration for newspapers is wages. According to the labor outlook panel of The Conference Board, a New York City-based business and economic research firm, wages for U.S. workers will rise only slightly in 1986. The panel projects average hourly earnings of production and non-supervisory workers will increase by 3.6 percent, up from 3.2 percent in 1985.

The Commerce Department's Bratland reports that hourly earnings for newspaper production workers rose in 1985 to an estimated $10.76, 5-percent above the 1984 level of $10.25.

Also affecting some newspapers' expenses this year will be the Jan. 1 increase in in-county and limited circulation out-of-county postal rates. For most of these papers, the increase will be about 50 percent, according to ANPA. (See Special Report, p. 20.)

Major companies report. Also at the PaineWebber conference, publicly owned newspaper companies made their traditional, end-of-the-year reports. They included:

- For *The New York Times Co.*, 1985 was a year that "set a new high for profitability," according to Walter E. Mattson, president and chief operating officer.

Mattson noted circulation at the Times is "at an all-time high," and in November 1985 the paper carried its largest-ever advertising volume.

Circulation of the Times' "regional" dailies grew 4 percent on weekdays and 5 percent Sundays while its regional weeklies grew 6 percent, Mattson reported.

Retail advertising at those newspapers is "recovering," he said, and they will close the year flat in volume and "strongly ahead in revenues."

- Richard D. Simmons, president of *The Washington Post Co.*, reported "excellent" results for his company in 1985 and said he expects it to have "another good year" in 1986.

The Post Co.'s earnings per share will be on the order of 25 percent compared with 1984, excluding gains from the sale of TV sports channels and cellular radio interests. Simmons said the newspaper division's operating income rose about 15 percent over the year before.

- *Dow Jones & Co.* 1985 earnings will be only 5 to 7 percent over 1984, including a gain from the sale of land and dilution from the purchase of a 32-percent interest in Telerate, a supplier of computerized financial databases, according to Warren H. Phillips, chairman and chief executive officer. He compared this with earnings-per-share growth of more than 20 percent annually over the past five years.

Advertising linage in The Wall Street Journal, the company's biggest revenue source, declined 6.1 percent in the first 11 months of 1985. Phillips said the decrease was "part of a widespread softening this year in national advertising." But he added that the national newspaper's chief competitors—business and news magazines—had been more severely affected. Journal circulation remained even with 1984, Phillips said.

Newspapers' ad revenue will increase about 7.9 percent, with increases of about 8 percent in local and 7-7.5 percent in national.

Robert J. Coen

On the other hand, the company's Ottaway Newspapers subsidiary had an increase of 19 percent in operating income for the first 11 months of 1985, he reported. Ad linage for the group of community dailies was up 3.7 percent, excluding preprints, and ad revenues rose 12.9 percent. Circulation also grew, he said.

Phillips said the company has been cutting costs. "Our aim is to keep percentage cost increases in line with percentage revenue increases as we adjust to the transition to a disinflationary economy."

- *The Times Mirror Co.* also instituted "very tight expense control" in 1985 as a result of the disappointing economy, reported Robert F. Erburu, president and chief executive officer.

Erburu said there was a slowdown in advertising revenue growth at his company's newspapers in 1985. "The added costs of dramatically increased Sunday circulation in Denver, the impact of market softness in Denver and Dallas, and a slowdown in classified advertising at the Los Angeles Times have lowered our original expectations in newspaper operations," he said.

Erburu said the company has "some hope" that advertising trends will improve in the second half of 1986, with linage growth hanging in the balance. Ad rate increases will exceed inflation, he said, but added: "Advertisers are increasingly resistant to large increases, and continued improvement in circulation is very important."

In sum, Erburu said, "we expect 1986 to be a good year, but how good will be very much dependent on the broader economic context."

- *Gannett* is looking forward to a "satisfactory year" in 1986, perhaps better than 1985, when a variety of factors depressed fourth quarter earnings, according to McCorkindale.

For the firm's newspapers, excluding USA Today and USA Today Weekend, McCorkindale predicted advertising linage will be up about 2 percent, circulation up about 1 percent, and rate increases in the 5- to 7-percent range for both advertising and circulation.

On the expense side, he said employment will be up less than 1 percent with payroll costs climbing 6 percent.

Looking back, John J. Curley, Gannett president and chief operating officer, reported business at the company's newspapers was "moderately good" in 1985.

Three-quarters of the company's newspapers were above the year before in total revenues, he said, including all of its large, so-called "metro" papers—in Des Moines, Cincinnati, Westchester-Rockland, N.Y., Honolulu, Nashville and Wilmington, Del. He said the East Coast and South were the strongest areas, with the Midwest and West spotty.

Advertising linage group-wide grew 8 percent, led by classified, which was up 12 percent for the first 11 months of 1985. Circulation for the group was flat for papers published in the morning, down 2 percent for afternoon papers.

In late 1985, Curley said, the company "tightened our belt on expenses," and it expects to keep the restraints in place at least for the first quarter of 1986.

- *Knight-Ridder* should have "a booming increase in earnings" for 1986 as a whole in comparison with 1985, during which the company's Philadelphia newspapers suffered a 46-day strike, reported Robert F. Singleton, chief financial officer. Even with the stoppage, Knight-Ridder said its earnings per share in 1985 would be up.

The company's newspapers look for 1986 advertising revenue gains of around 7.5 to 8 percent as well as gains in circulation revenue, according to William A. Ott, senior vice president, operations.

Affiliated Publications, which publishes The Boston Globe, reported earnings per share growth of about 10 percent in 1986.

Individual markets. An informal polling of executives at privately held newspapers in a half-dozen U.S. cities and towns around the country found that they, too, are expecting growth in 1986. Of course, expectations vary by market.

For example, in Naples, Fla., where the local economy is healthy, Timothy A. O'Connor, chairman of the board and president of the Naples Daily News, says his projections are for a "strong year" in advertising and circulation.

For most of 1985, ad linage at the independently owned paper had been flat, but it showed signs of considerable gain in the fourth quarter, says O'Connor.

However, in Kansas, David J. Cazalet Jr., editor and publisher of the Hiawatha Daily World, looks for the ad revenue picture to be only "a little bit better" in 1986. His paper, which is part of the Walls Newspaper Group, does not expect to raise its advertising rates, he says, despite feeling the effects of the postal increase.

Cazalet says he does not expect the community's farm economy to be very good in 1986. "A lot of people, from the farmer to the retail merchant, seem to be holding on by their toes, by their fingers," he says.

Looking back, 1985 was a "tough year" for the daily, which instituted cost-cutting measures including dismissal of two employees.

On the West Coast, Emmett J. Jones, general manager of the Donrey Media Group's Lompoc (Calif.) Record, is counting on a "good year" in 1986, although he is not looking for significant gains. He foresees increases in newsprint costs and in costs attributable to the implementation of the federal government's hazard communication standard.

Also in California, Robert Robinson, business manager of The San Diego Union and The Tribune, expects ad linage to be flat or slightly higher than 1985. ☐

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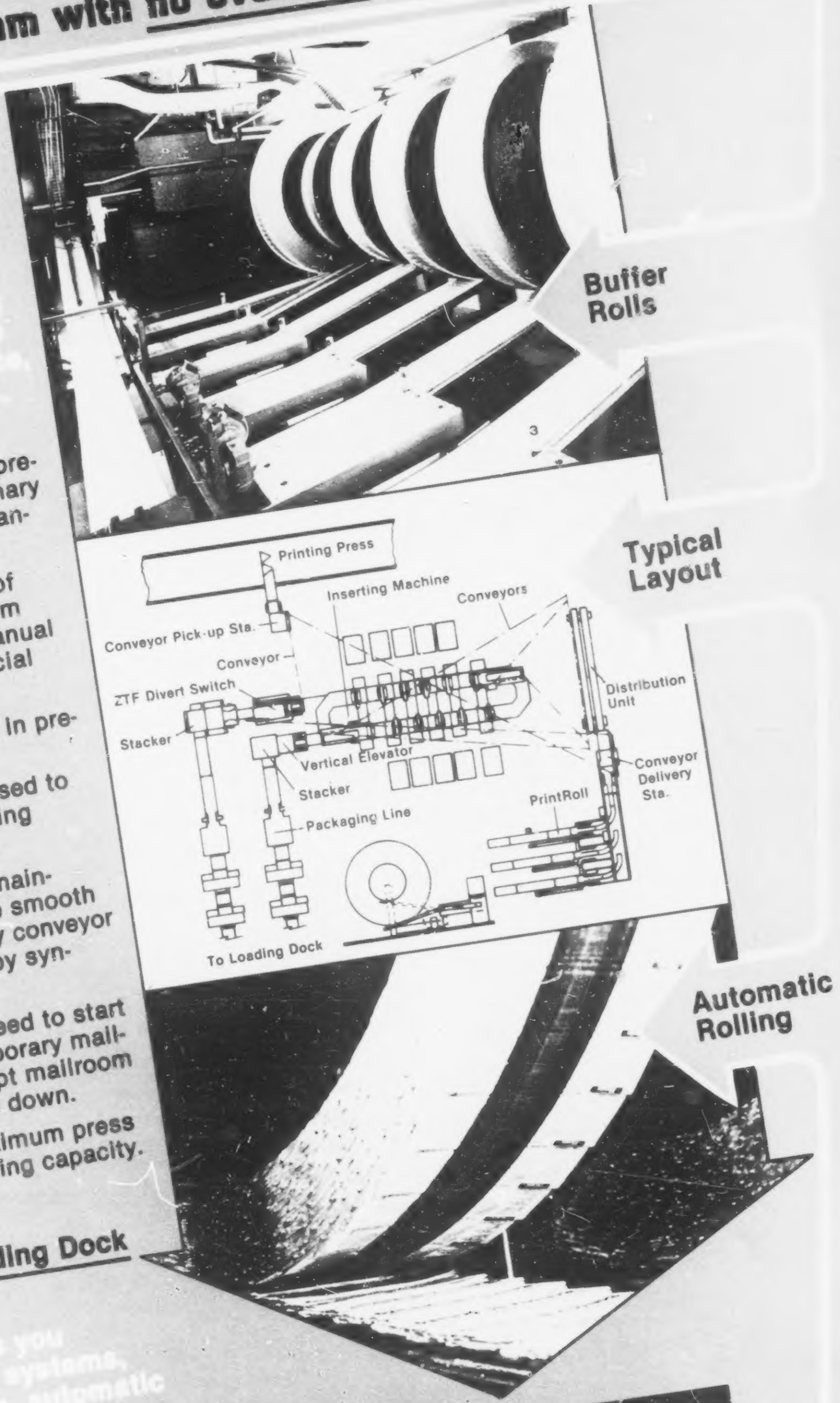
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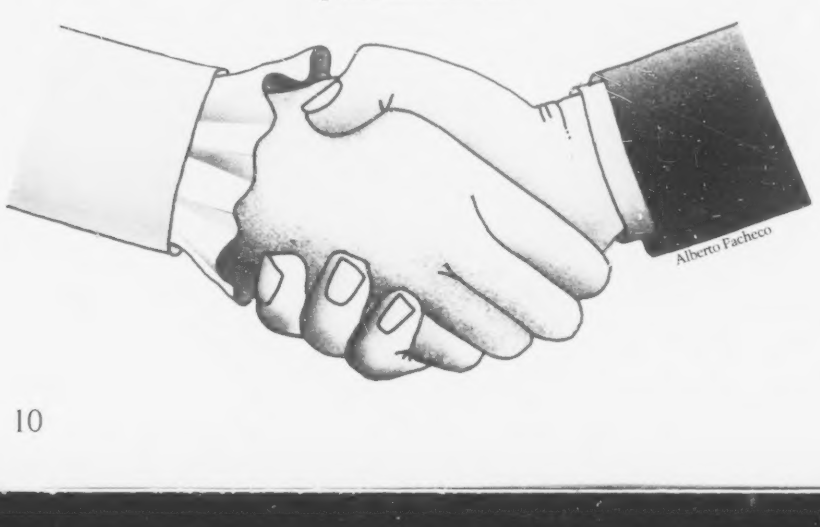
BY CLARK NEWSOM
presstime labor writer



Despite a growing trend toward individual employment contracts for executives in a number of industries, they are scarce in the newspaper business.

"I don't know very many people running newspapers who have employment contracts," says Michael A. Walker, a partner in the executive recruiting firm Youngs, Walker & Co. of Inverness, Ill. The firm specializes in the newspaper, broadcasting and cable fields. "I do know some, but they are by far in the minority."

Another executive recruiter active in the publishing industry, Patrick J. Quinn, of Gordon Wahls Co. in Media, Pa., says, "I have not seen any trend developing in the newspaper business regarding employment contracts."

In contrast, such contracts are common in broadcasting, experts note.

David M. Richardson, president of Richardson & Runden Co.—an executive recruitment firm based in Upper Montclair, N.J.—notes a growing trend on the part of middle managers in industry generally to ask for written agreements. "More and more of the individuals we are attempting to recruit are looking for agreements in writing," he says. "They want to lock themselves in in case things don't work out." The trend is partly a result of company cost-containment programs and "skinnier" management, he says.

Sometimes, employers are the instigators of executive contracts, especially in highly competitive industries where raiding of corporate staffs is commonplace.

A basic employment contract used in industry typically has a term of one to three years and includes provisions for severance pay in the event the employment relationship is terminated by one of the parties. It also includes details related to bonuses, deferred compensation, insurance, expenses and may provide for arbitration of controversies arising from the agreement.

Details about specific contracts covering newspaper executives are sketchy. One executive who has a three-year contract with a newspaper company and who asked **presstime** not to identify him by name, says, "It's a touchy subject. No one wants to talk about it."

It is known—having been announced publicly in 1983—that Allen H. Neuharth, chairman and chief executive officer of Gannett Co., has an employment contract that runs until March 1989. But Madelyn P. Jennings, senior vice president/personnel and administration, says, "Individual contracts are limited to a tiny, tiny number of very top executives" at the company.

It is also known that a few high-visibility columnists such as Mike Royko of the Chicago Tribune have personal employment contracts. One newspaper ombudsman, Sam Zagoria of The Washington Post, has a non-renewable, two-year contract that helps to assure his independence as "readers' representative."

But at the Tribune, Editor and Executive Vice President James D. Squires notes that the number of editorial contracts there is now down to a handful from a dozen five years ago. Such contracts used to be a "status symbol" in Chicago, he reports.

Other newspaper executives confirm the scarcity of such contracts in the newspaper industry.

"I don't have one," says James H. Hale, publisher and board chairman of the Kansas City (Mo.) Star Co., which is owned by Capital Cities Communications.

Fred A. Stickel, president and publisher of The Oregonian in Portland, says that not only is he without a contract, "I'm not aware of any" in the Newhouse Newspapers group of which his paper is a part.

Roger C. Schoemaker, vice president of human resources and labor relations for Newhouse-owned Booth Newspapers Inc., says he has never even had a request for an employment contract.

Other groups reporting that they do not have employment contracts in their newspaper operations include Harte-Hanks Communications Inc., Knight-Ridder Newspapers Inc., Scripps Howard and Southam Inc.

Most independently owned newspapers also have no employment contracts for executives, according to specialists in the newspaper personnel relations field.

Various reasons cited. Speculation varies on why this is so.

Executive recruiter Richardson says it could be because "the newspaper business over the years has been highly organized from a union standpoint. When top management thinks of contracts, they think of people putting out the product." The word "contract" may be "taboo," Richardson adds, "because of the history with the blue-collar side."

Donald L. Lowman, a media compensation specialist for the management consulting firm of Towers, Perrin, Forster & Crosby, says another reason for the scarcity is the fact that "historically, newspaper companies grew from family-owned operations" where there was no need for contracts.

A newspaper executive from a privately owned company made a similar point: that employment contracts are more widely associated with hiring from outside the organization, while newspaper companies tend to promote from within.

Another view is that such contracts are "not useful" in the newspaper industry. "As long as the real efficacy of an employment contract is in doubt, they are probably not going to be prevalent in our industry," says Joseph F. Barletta, president of the San Francisco Newspaper Agency.

"To the individual, an employment contract is little more than some severance conditions. From the standpoint of the employer, the contract does not do much except ensure that the executive can't leave and go to a competitor," says Barletta, whose agency performs the noneditorial functions of the San Francisco Chronicle and San Francisco Examiner.

"They're not good for either side in most situations," says executive recruiter Walker. Studies by psychologists show that money is not at the top of the list of what makes people satisfied in their work, he notes. While salary is important, the working environment is more so, the psychologists say.

For an executive hoping to land a new job, "Contracts muddy up the situation at a critical time," Walker warns. Perquisites differ from company to company and can usually be worked out without a contract, he says.

Walker says he wouldn't go so far as to say that if a person under consideration for a key executive slot asked for a contract, that would be an indication the person is not worth taking a chance on. "But it would raise a red flag. What's lacking? Why do they feel they have to have one?"

One danger cited by Walker is that problems can be created when one person has a contract and another executive at the same level who does not have one finds out about it.

All in all, the benefits of a contract may be delusory, says Charles D. Cole, ANPA manager/labor relations. "The desired security may be no more lasting than the term of the agreement," he notes. "The periodic necessity of renewal will bring about a more thorough examination of the need of employment continuation that likely would not arise in the absence of an employment contract." ☐

By the year 2000, 2 out of 3 Americans could be illiterate.

Read that again, just to be sure you read it correctly.

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Today, 75 million adults, about one American in three, can't read adequately. And by the year 2000, *U.S. News & World Report* envisions an America with a literacy rate of only 30%.

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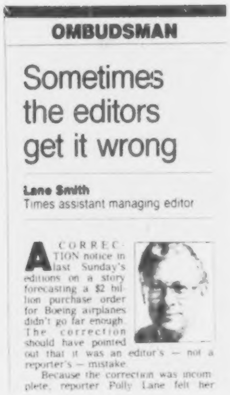
Ad Council Coalition for Literacy

A good newspaper takes a personal interest in fairness and accuracy.



OMBUDSMAN

Sometimes the editors get it wrong

Lane Smith
Times assistant managing editor

A CORRECTION notice in last Sunday's editions on a story forecasting a $2 billion purchase order for Boeing airplanes didn't go far enough. The correction should have pointed out that it was an editor's — not a reporter's — mistake.

Because the correction was incomplete, reporter Polly Lane felt her

Only 35 newspapers in the U.S. and Canada have ombudsmen. The Seattle Times is one.

Ombudsman Lane Smith is the personification of The Times' commitment to ethical standards and credibility. His main job is to answer readers' complaints about accuracy and fairness.

"I try to return every phone call and answer every letter," Smith explains. "I want to find out what our readers are thinking and what they want in a newspaper."

Smith does accuracy checks on stories picked at random from throughout The Times by sending out questionnaires to the people who were interviewed. When there are errors, he finds out how they occurred and draws them to the editors' attention.

By keeping the lines of communication open, the ombudsman can track trends and monitor readers' reactions to The Times' entire presentation, from news and sports to features and comics.

"Historically, newspapers haven't done a good job explaining how and why they do things. I explain the news process to readers."

It's a demanding job, but the rewards are worth it.

According to Smith, "To be a top newspaper, you need the respect of your readers, as well as your peers."

The Seattle Times

A HOT, THEN COLD, BUSINESS

Newspaper Technology: Reflections and Projections

BY WILLIAM D. RINEHART

Printing technology has always played an important role in the expansion of the newspaper business, but never to the extent it has in the last 25 years.

What has occurred in these years has helped save the small paper from extinction, allowed all papers to prosper in the face of unprecedented diversity of media and, of course, changed the face of the newspaper business forever.

William D. Rinehart

Two centuries ago, North American newspapers used Washington hand-operated presses that limited circulation to a few hundred. In the first half of the 19th century, steam-driven rotary presses were developed that permitted circulations to increase to 30,000 to 40,000. In the second half of the 19th century, lead stereotyping was perfected, enabling metropolitan papers to run multiple presses and to expand circulation vastly. In the late 19th century, the Linotype typesetting machine was invented, allowing newspapers to increase their page count from 8-page dailies to 64 or more pages.

The processes that were invented in the 19th century dominated the newspaper business until the early 1960s. They were labor-intensive and required metropolitan dailies to have as many of 1,200 printers setting hot-metal type and making up pages. Even small-circulation dailies needed 40 or more printers. What's more, the Linotype and associated hot-metal processes required highly skilled workers who proved difficult to find and hold, particularly in smaller cities.

Until the 1960s, small-circulation papers were a labor of love by the owners and publishers. The cost of hot-metal typesetting was excessive. It was a constant battle to get the daily newspaper out with a constant shortage of typesetters. As a result, the profit margins of most smaller newspapers were low—too low to afford new equipment.

This meant two things: First, press manufacturers did not design units for small papers; second, when it came time to buy, the small papers tended to purchase Linotypes and presses from metropolitan newspapers. The overall situation made it practically impossible to sell a small-circulation newspaper to a new owner.

Fortunately, a few farsighted newspaper publishers realized a new technology was needed to keep newspapers in business.

> *A few farsighted publishers realized a new technology was needed to keep newspapers in business.*

In Texas, a publisher named Staley McBrayer formed a little press company called Vanguard that developed a 16-page offset press with a price tag of $69,900—a cost publishers could afford.

In Massachusetts another publisher, G. Prescott Low, formed a research group to seek a less costly typesetting process; this led to formation of Photon, the world's first phototypesetting producer.

A Pennsylvania publisher, J. L. Stackhouse, and others convinced ANPA to build a newspaper printing research center; it produced new technology such as automated engraving, which was necessary to utilize the initial forms of photocomposition.

Hot to cold. In the early 1960s, all the new technology started to fall in place. ANPA recognized the dire straits of many small-circulation dailies and, with the assistance of many publishers, went to work to make offset a practical method of producing newspapers. The Association's staff of engineers and printing experts recognized that newspapers had to be freed of the yoke of hot-metal composition or else the newspaper business would decline. Offset, as a photo-plate process, would provide the means to utilize the yet-to-be-fully-developed cold-type systems.

Cooperative research between ANPA and newspaper vendors sparked development of page film processors, offset platemaking machines and much other new equipment needed to make the offset process feasible. ANPA also conducted national offset seminars to convince newspapers that it was the way to go.

The net result was new printing processes affordable for smaller papers and cost-justifiable because of labor savings. Such newspapers switched to cold-type offset by the hundreds in the 1960s, and profit margins shot up. Suddenly, too, the values of these papers—particularly those in the suburbs—skyrocketed. (Unfortunately, the Internal Revenue Service discovered the enhanced value of the suburban press, and in many instances, potential inheritance-tax problems made it impossible for the heirs to continue private ownership. This gave rise to tremendous growth of corporate groups.)

Also made possible by the cold-type offset process was the surge in free-distribution newspapers, shoppers and advertising preprints.

By 1965, although much low-cost, high-speed, cold-type equipment had been developed, metropolitan newspapers remained hot-metal letterpress. ANPA labs undertook development of a photo-imaged plastic plate so that the metropolitan dailies could effectively introduce computerized cold type.

(Editor's note: Rinehart recently marked a quarter-century as a member of the ANPA staff. As vice president/technical, he oversees the Association's technical arm and is recognized as an authority in the field of newspaper production. Prior to joining ANPA in 1960, he was chief engineer and assistant national production director for Hearst Newspapers, and chief electrical engineer for Wood Newspaper Machinery Corp. In this article, he looks back at how newspaper technology has evolved over the past 25 years—and ahead at where it seems to be going.)

Phototypesetting quickly replaced the Linotype machine.

Intensive cooperative research projects were initiated with Xerox Co., Celanese Corp., W. R. Grace Inc. and others. In May 1968, the South Bend (Ind.) Tribune started using a Grace-manufactured plate. About the same time, ANPA developed DI-LITHO, a process that enabled a letterpress newspaper to use photo-imaged offset plates. These two processes enabled large newspapers to cut the cost of composition dramatically. Equally important, it provided the means for a newspaper to zone editions for particular circulation segments.

The development of offset and photo plastic plates also enabled newspapers to print finely registered color because it basically transferred registration of the color to a light table.

With the hot-metal plate system, registration had been a hit-or-miss proposition. Stereotype mats were cut and spliced together with tape. They had to be dried after molding, and each one shrank differently; consequently, the printing of color pictures was more often than not a disaster.

The use of photo plates, both for offset and letterpress, also eliminated the use of metal photo-engraving and the use of powerful acids. In this day of close government scrutiny of the workplace, newspapers would be encountering serious problems with regulations if they were using hot-lead metal and engraving acids.

The utilization of photographic platemaking processes and the resulting ability to print color pictures successfully, gave rise to the development of electronic color separation equipment that is widely used today. The equipment allows newspapers to set quality separations even if the original photographs are faulty.

Also in the '60s, newspapers began looking at developments skyward as well as earthbound.

In June 1963, at the ANPA technical conference, there was a demonstration of a communications satellite. News copy was transmitted from London to the conference site in Chicago. In October 1967, ANPA demonstrated the first facsimile transmission of complete pages from London to San Juan, Puerto Rico.

Seven years later, The Wall Street Journal initiated transmission of newspaper pages from Chicopee Falls, Mass., to South Brunswick, N.J., and pioneered use of small-dish receivers. This technology gave birth to national daily newspapers such as the Journal, USA Today and The New York Times, and to the international editions of U.S. newspapers. (See story, p. 28.)

Starting in 1967, ANPA began to design the fully electronic newsroom and later issued periodic bulletins on the proposal. This led to cooperative ANPA-supplier research into the development of electronic terminal hardware specially designed for both the newsroom and composing room.

Harris Co. and ANPA worked closely on the initial designs, which were first field tested in Cocoa, Fla., because Harris had a plant in nearby Melbourne. Today, there are more than 60,000 video display terminals in use at ANPA newspapers.

The editorial terminals gave the newsroom complete control over copy. When newspapers set type with the Linotype from typewritten or handwritten copy, they employed a staff of proofreaders. Any Linotype itself generated 3- or 4-percent errors, and, consequently, most type had to be reset. Editing terminals and photocomposition eliminate the need for such costly re-keyboarding.

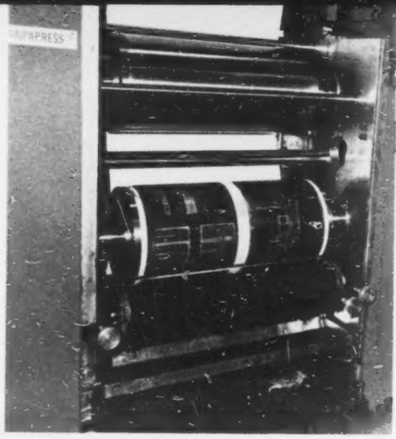
In 1970, ANPA started a series of electronic editing hands-on seminars that were attended by hundreds of editors from newspapers of all circulation ranges. Typewriters moved out of the newsroom by the hundreds.

In April 1973, the School of Journalism of the University of Missouri presented ANPA Research Institute with its award for "Distinguished Service in Journalism," primarily for its work in the development of electronic newsroom technology.

Presses, paper. In the early 1970s, metropolitan offset presses had been developed, and as letterpress units wore out, big-city dailies joined the swing to offset.

The middle of that decade saw ANPA technical researchers turn their attention to a search for an alternate source

Cold type also gave chase to this scene.



ANPA by 1979 had built and demonstrated the first flexographic press modified for newspaper printing.

of pulp to be used in the manufacture of newsprint. Research was conducted on a number of alternatives such as a plastic or alternate natural fibers. ANPA and others concluded that an ideal substitute pulp could be made from the plant kenaf.

Kenaf newsprint was run in seven newspapers, with excellent results. Research in this area is continuing. (See story, p. 54.)

Unfortunately, kenaf is a warm-weather crop, and most existing newsprint mills in North America are in cold climates. Current newsprint manufacturing machines are very expensive—in excess of $150-million apiece—and the basic process is hundreds of years old.

In order to reduce the cost of newsprint, there is a need for a new manufacturing process that would dramatically reduce the expense of paper machines. If this were to happen, kenaf would become the primary source of raw material for newsprint in the United States.

By the late 1970s, with the cost of metropolitan presses having soared, ANPA technical staffers were assigned the task of researching new press technology. By 1979, they had built and demonstrated the first flexographic press modified for newspaper printing. The flexographic concept has the potential of offering the newspaper business a new, more efficient printing process, substantially reducing newsprint waste, labor and ink rub-off. It could eventually replace offset as the predominant newspaper press technology.

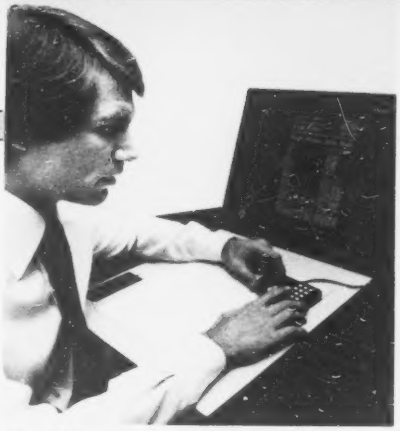
The '70s also saw research and development of the first full-page pagination systems that give full control of the final product to the news and advertising departments. More importantly, they expand the possibility of zoning news and advertising content.

Another key development of the '70s was the development of microwave technology whereby newspapers could send facsimile pages to suburban printing plants. This was followed in the current decade by installation of fiber-optic systems that also are being used to link downtown and remote printing sites.

The future is now. Already developed, but not yet in place, is the technology to send material via satellite simultaneously to any number of newspapers across the country. The recipient newspaper can receive the material in hard copy or directly into its pagination system.

The immediate application being considered would provide instantaneous distribution of national advertising copy to designated newspapers. It also could be used to transmit advertising preprint originals, co-op advertising and retail ad copy. Another application could be distribution of feature sections or high-quality photos.

Also in the photographic realm, experiments are under way to convert video frames to newspaper photos [presstime, Dec. 1985, p. 54].



The 1970s also ushered in full-page pagination.

On the horizon and in limited use, particularly in Japan, are digital storage systems using laser-optic technology. They promise to decrease dramatically the cost of data storage and will make full-page pagination systems economically feasible even for small-circulation newspapers.

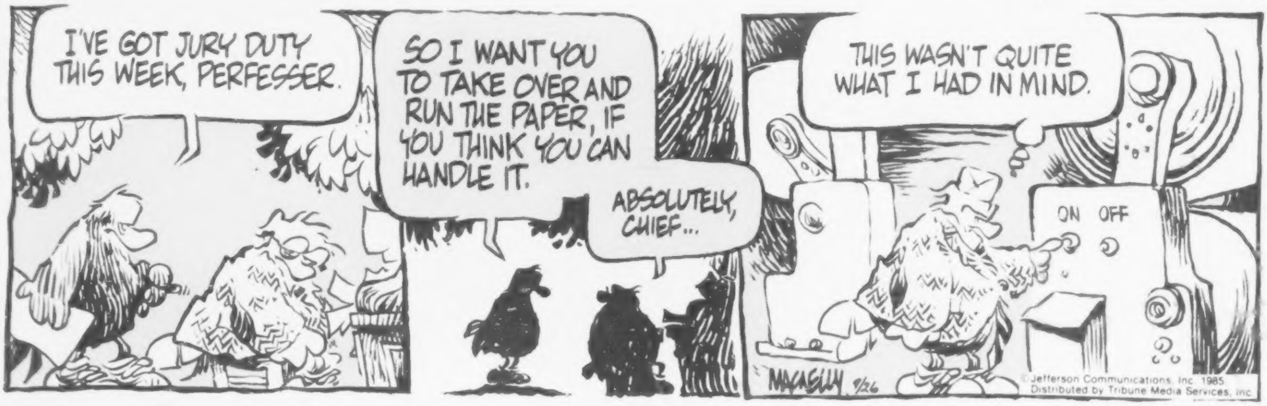
Once such systems are in widespread use, they will provide a market for all-electronic newspaper imaging systems, and the current, three-hundred-ton hunk of iron we call a press will be obsolete. Electronic imaging will enable newspapers to customize newspaper content and advertising, even for specific subscribers if desired, and the cost of production will be reduced.

After Marconi invented radio, there were predictions about the demise of newspapers. The advent of television brought more doom-and-gloom forecasts for newspapers. The growth of cable television and the development of other video technologies were accompanied by similar predictions.

Had not American newspaper publishers sought out new technology, such predictions might have been accurate. If future newspaper technology isn't pursued, they still might be. But so long as newspapers can deliver a tremendous news and advertising package at nominal cost, newspapers' future is secure. And when the false prophets pass on, we will learn of it in our daily newspaper. ☐

'Shoe'

By Jeff MacNelly


I'VE GOT JURY DUTY THIS WEEK, PERFESSER.
SO I WANT YOU TO TAKE OVER AND RUN THE PAPER, IF YOU THINK YOU CAN HANDLE IT.
ABSOLUTELY, CHIEF...
THIS WASN'T QUITE WHAT I HAD IN MIND.
ON
OFF
MACNELLY 9/26
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A BREAK FROM THE PAST

More newspapers are using credit departments to collect bad circulation debts

BY BARBARA J. FRIEDMAN
presstime staff writer

When a subscriber or a carrier is late paying money owed a newspaper, who should oversee the collection? The automatic answer used to be the circulation department.

These days, credit managers at some papers are getting into the act.

Jerry Hughes

Credit managers are mainly concerned with bad debts on the advertising side of the business, and they are a minority among circulation collectors. However, according to a survey by the Advertising Media Credit Executives Association, their use in collecting circulation accounts is increasing.

Of 110 members responding to the survey conducted during the organization's recent meeting in San Francisco, 38 percent said they had responsibility for circulation department collections or circulation-related credit checking. That percentage is "up in recent years, from almost zero," according to the association.

Jim Ralph, vice president of ANPA/Credit Bureau Inc. and assistant editor of the credit association's newsletter, says about 95 percent of the group's members work for newspapers. "More and more newspapers are coming around" to the idea of having the credit and collections department play a role in processing delinquent circulation bills, he says.

That is a change from the time when credit and circulation departments rarely mixed, Ralph says. In the mid-1960s, while credit manager of The Montreal Star, he got involved in circulation collections. "I didn't know anyone else doing it at the time," he recalls. "I will always remember taking that thing over. It had to be done because so much money was owed that the situation had become a problem for the paper."

Credit executives offer varied reasons for taking or considering a role in collecting overdue circulation bills. But several say it gives circulation staffs more time for selling and distributing newspapers while allowing the credit department to use its experience in collecting debts.

Jerry Hughes, credit manager of the Los Angeles Times, says that newspaper's 1977 decision to have its credit department handle circulation collections was based in part on a desire to give circulation employees more time to concentrate on retaining subscribers.

A similar goal led the Richmond (Va.) Times-Dispatch and Richmond News Leader to get its credit department involved officially in collecting delinquent circulation bills, according to Controller Scott Leath. That change was scheduled to take effect the first of this year.

Accounts receivable in circulation are generally small compared to advertising accounts—the traditional focus of credit departments—but the effort to collect is still worthwhile, credit executives say.

Leath says the dollar losses in circulation were "significant enough we felt we had to do something." Moreover, they had escalated over the past two years, says Leath, who once worked in the circulation department.

Besides producing cash and trimming bad debt expense, the collection effort spreads the word that a newspaper is not going to allow overdue circulation bills to slide. Credit managers such as Clif Neal of the Richmond newspapers say that sort of reputation discourages people from delaying or foregoing circulation payments.

> *The system gives circulation staffs more time for sales and distribution.*

If a newspaper pushes hard on collections, Neal says, "word gets out on the street that these people are serious." If the newspaper is lax, that reputation spreads, and "you end up losing even more."

Among other reasons cited for the entry of credit departments into circulation collections is the ability of carriers on some motorized routes to amass four-figure bills quickly.

Leath says his credit department is looking into an arrangement that would give it influence in the signing of independent contractors for the bigger routes. A motorized route tends to be a second job for an adult, he says, and "they're not doing this unless they're in an income crunch." People with motorized routes as well as single-copy distributors can run up sizable bills for copies bought, he says.

Tim Kucheman, credit manager of the Akron (Ohio) Beacon Journal, makes a similar point. "A monthly bill of $8,000 to $10,000 can hurt you very badly if you have the wrong guy out there," he says.

The Beacon Journal's credit department is involved in collecting delinquent circulation bills and—like its counterpart in Richmond—would like more say in the selection of motorized-route carriers. Kucheman observes that circulation personnel are "very good at getting the paper out and getting subscribers." But he adds that collecting money was not "their prime goal," as it is for people in his department.

Although there are many good reasons for the trend toward more involvement by credit departments in circulation collection, there remains one ideal situation in which the step isn't needed. It is found at the Daily Star-Progress of La Habra, Calif. Past-due circulation accounts do not exist there, says business manager Patricia G. Young. "Everything is paid in advance or they don't get the newspaper." ☐

Web Breaks

ORLANDO SENTINEL TAKES A SWAT AT CUTTING AMOUNT OF WASTE PAPER

BY PAUL KRUGLINSKI
presstime technical writer

A few years ago, Charles A. Edwards, pressroom manager at The Orlando (Fla.) Sentinel, bought some baseball caps with no particular purpose in mind. One day a Sentinel pressman asked Edwards when he was going to get one. No sooner had the question been asked than a web of newsprint running through the press broke. "When you run 100 rolls without losing a web," Edwards challenged the pressman.

It is debatable whether the Sentinel's newsprint waste reduction program started then, or whether it really began several weeks later when the pressman—having met the challenge—marched into Edwards' office and demanded a cap.

"That's how the program started," Edwards says. "It wasn't planned."

More importantly, the Sentinel's program—"SWATS," for "Stop Waste At The Sentinel"—has grown substantially. Its program is attracting a lot of attention at many other newspapers as interest rises in finding ways to cut down on the frequency with which the press has to be stopped because the paper passing through it has snapped.

Web breaks are costly and getting costlier as more newspapers convert to offset printing and pursue four-color reproduction, experts say.

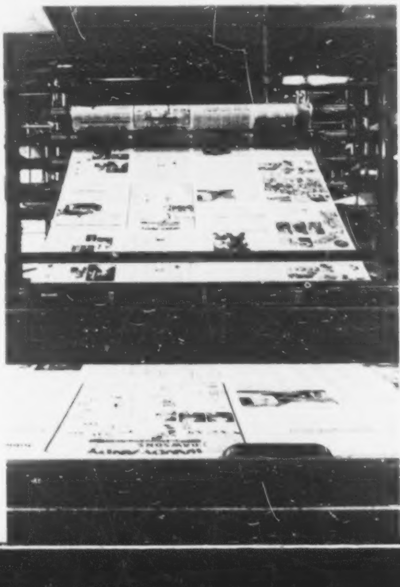
The offset printing process has a tendency to increase the frequency of web breaks. "Offset presses involve two more variables than letterpress presses," notes George Cashau, ANPA director/technical research—"balancing water with ink." Water tends to weaken the web, making it more susceptible to breaking.

Printing process color by the offset process increases the time required to reweb presses. "Printing color involves three variables: water, ink and registration," says Cashau, and getting all three in balance requires more time. The web leads for color printing are invariably longer and more complex. Thus web breaks will become more costly as newspapers pursue offset printing and process color reproduction.

Although circumstances vary from newspaper to newspaper, a break requires a minimum of 10 minutes to thread and splice. Including labor, wasted newsprint and ink, each one can set a newspaper back $27 to $65, according to newspapers and newsprint suppliers. Such breaks in four-color runs also result in about 300-500 wasted copies to correct registration problems and ink and water settings.

This excludes smashed rubber blankets, which are sometimes the result of web breaks, costing about $125 each for double-width newspaper presses and $75 for single-width units.

Over time, the accrued expense of web breaks can be considerable. Edwards estimates that since the inception of the Sentinel's program in August 1982, press crews there have prevented more than 7,000 web breaks that would have cost the newspaper about $200,000 and nearly 1,200 hours in downtime.



Web breaks can be costly.

To encourage pressmen to reduce web breaks, the Sentinel has created a series of six-month competitions among its nine press crews. The crew that runs the most rolls without a web break is rewarded with a trip to a newsprint mill that includes a stay at a wilderness lodge and a fishing trip.

But there is more to the Sentinel program than prizes, Edwards notes.

The campaign to reduce web breaks was preceded by a wider quality-control program that dates from earlier in 1982, when the central Florida daily switched to the offset process and decided to print more process color.

The quality-control program made projections for newsprint waste, but Sentinel executives found in short order that actual waste greatly exceeded projections. "This (web break) program came about because we missed our six-month estimates by quite a bit," Edwards says. "Then we set some ambitious goals."

The program built on suggestions contained in an eight-page "Newsprint Conservation Methods" report ANPA issued in 1974 and reissued in 1979.

The report described, by department, how newspapers could cut newsprint waste. In terms of reducing the frequency of web breaks, it offered dozens of suggestions ranging, for example, from storing rolls on edge—"This helps prevent misshapen rolls which can often cause running problems on the press"—to maintaining pressroom relative humidity between 40 and 50 percent.

The Sentinel has realized other benefits besides the savings in newsprint, ink and downtime, Edwards says. "We have much better record-keeping now, and we have a much better rapport with our newsprint suppliers."

The performances of some of the Sentinel crews have been spectacular by industry standards. The record to date, achieved last spring, was 696 rolls without a break.

The averages for the Orlando press crews are also impressive. After the first SWATS competition, average rolls per break was 26.4; in the most recent one, it was 54.8 rolls per break.

That contrasts with one break for every 24.2 rolls that is the current average for 126 newspapers participating in the Pressroom Data Management program of Abitibi-Price Inc., the world's largest newsprint manufacturer. That figure represents an improvement from 1982, when the PDM program showed an average of 18.5 rolls per break, according to Archie M. Bruce, Abitibi-Price's director of marketing services.

"There has been a steady industry improvement over the years," he says. Contributing to that, Bruce says, have been:

- Better communications between user and supplier
- Higher and more uniform moisture content of newsprint
- More attention being paid to press maintenance, newsprint waste and other considerations that affect web breaks.

Bruce calls Orlando's program "relatively unique," adding that the daily's management "seems to have struck a responsive chord in the press crews."

At the Sentinel, Edwards reports that the results have drawn a parade of newspaper visitors to Orlando, but he is unaware of any cases where another paper was so inspired that it adopted his pressroom's whole program.

Many newspapers monitor newsprint waste through their press preventive maintenance programs or by participating in Abitibi's PDM program—the only one of its kind. But some newspapers add a wrinkle or two.

For instance, The Detroit News and a few other dailies measure the temperature of incoming newsprint rolls.

Jack Delphy, assistant production manager at the News, says newsprint must be no colder than 40 degrees Fahrenheit to run well on the press. Using an inexpensive Heathkit thermometer with a probe, "we've found a way of taking the temperature of a roll," he says, by reaching into the core with the probe. If the roll is too cold, it is moved to a warmer location.

The consensus among production executives is that the matter of minimizing web breaks will become more of a priority. These executives see the trend toward building offset plants continuing, along with the corresponding desire to print more color.

In addition, ANPA's Cashau points out that despite the current stabilization of newsprint prices, publishers can expect price increases in the future.

On the positive side, technological advances offer the hope of reduced web breaks and wasted newsprint. Bar code technology that is now beginning to make its way into the newsprint industry eventually will help newspapers pinpoint more accurately who is responsible for an excessively large number of web breaks—the mills, the pressroom crew or the press itself.

Although newsprint experts say that bar codes and other developments will help newspapers reduce web breaks, the "human factor" is still the most important variable.

"The 696-roll figure at Orlando proves that most web breaks cannot be attributed to (problems with) newsprint" alone, adds Cashau.

That's why the Sentinel's Edwards will rely on baseball caps, fishing trips or whatever else it takes to keep web breaks and newsprint waste to a minimum. □

ANPA

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Special Report

NEWSPAPERS AND THE POSTAL SERVICE

THE MAILS ARE PRESENTING NEWSPAPERS WITH A VARIETY OF NEW CHALLENGES AFFECTING ALL DEPARTMENTS

BY C. DAVID RAMBO
presstime staff writer

Alan Tepper

ewspapers and the U.S. Postal Service have one big thing in common: They are the only service providers that still make daily house calls.

But beyond that one happy similarity, the ties that bind the two are frequently frayed.

Increasingly, newspapers and the Postal Service are finding themselves at odds over a number of issues, many of which did not even exist 10 years ago.

Gone are the days when newspapers worried only about their second-class rates, which have been increasing, and the mail service, which has been generally good at the local level [**presstime**, Dec. 1980, p. 18].

"Today, because of the profound impact of nearly all postal rates on our business, we are concerned not only with second-class but also with first-and third-class," says Sandra Hardy, vice president of Calkins Newspapers, Levittown, Pa., and chairman of the ANPA Postal Committee. "The high first-class rates significantly increase our expenses, while the low third-class rates drain our revenue base" through direct-mail firms like Advo-System Inc.

Those rate realities are among the major issues that have led newspapers to the crossroads in their relationship with the mails.

The postman once was mainly a partner of the newspaper publisher in efforts to deliver news and information. The relationship is deep-rooted in history, as the first postmaster general, Benjamin Franklin, was also a publisher who relied heavily on the mails to deliver his newspaper.

But the nature of postal operations in the United States changed drastically in 1970 when Congress passed the Postal Reorganization Act, which effectively depoliticized the post office and set the Postal Service on a road toward self-sufficiency.

As one result of this movement toward more businesslike, less-subsidized operations, USPS has emerged as a competitor for newspapers in the delivery of free-standing advertising materials.

The competitive change in the newspaper-USPS relationship only recently was acknowledged by top postal authorities. In March 1984, then-Postmaster General William F. Bolger insisted in a speech to the National Newspaper Association that USPS had not "entered into a partnership with bulk business mailers" and was not "competing with second-class mailers. The Postal Service is your partner, not your competitor."

A personnel shift at the top of the USPS bureaucracy brought a new assessment of the situation.

"The Postal Service can be considered as a competitor of the newspaper industry," Postmaster General Paul N. Carlin said in remarks last September before the ANPA Government Affairs

Committee. "Some retailers who traditionally advertised almost exclusively in newspapers now view mail as an attractive alternative."

Some experts say newspapers, whose total annual revenues about equal the USPS 1984 revenue of $26.5 billion, themselves one day may go on the offensive. If Private Express Statutes are amended, they may expand use of their own carrier forces for delivery of mailable matter—maybe even letters. A more likely example is product samples, says Daniel L. Sikorski, circulation manager of the North Platte (Neb.) Telegraph.

Over the next three to five years, Sikorski predicts, "We are going to have another form of postal delivery in the United States," and newspapers will be part of it. The United Parcel Service, he adds, "sets a good precedent."

The postal maelstrom swirling around the newspaper industry has been further stirred up by lawsuits brought by free-circulation newspapers that want to use second-class rates rather than the generally more expensive third-class for delivery. That issue, some experts have begun to speculate, could lead to an eventual merger of the second-and third-class mail categories.

On a broader scale, newspapers and all other mailers must keep an eye on developments that could seriously weaken the Postal Service's ability to remain viable. Some observers worry, for example, that the combination of ever-increasing postal rates and the potential of electronic, information-transfer technology could lead to the dismantling of Ben Franklin's 210-year-old system.

It all piles up in a large mailbag of issues. They weigh heavily on newspapers' marketing efforts and ultimately on their ability to gather and deliver the news. Thus every department of the newspaper now is concerned with USPS, including advertising, marketing, circulation and even the newsroom.

On the third-class issue alone, "The threat is that with continued loss of advertising revenue, we will not be able to publish quality news products," explains Hardy of the ANPA Postal Committee. "A strong revenue base is essential for a free and independent press."

"The key is fairness," says Jerry W. Friedheim, ANPA executive vice president and general manager. "Newspapers use all classes of mail, and they are entitled to fair rates and service for each class. If unfairly structured rates and unpredictable service damage the ability of newspapers and the Postal Service to serve the public with abundant information flow, then first the public and finally a free society suffer."

Of late, postal affairs have constituted the largest ANPA lobbying effort since the Association in the early 1980s addressed the threat to newspapers posed by telecommunications carriers, especially AT&T, that were eyeing electronic publishing. In the past three years, ANPA spent an average of $400,000 a year on the postal effort. This year it expects to spend about $475,000.

The bulk of the effort will center on issues that have erupted over the past five years:

- Whether the rate for bulk third-class pieces that are presorted to the carrier-route level is unfairly low, and whether "detached labels" used in conjunction with third-class ad packages get an unfair "free ride" because they do not pay full postage independently
- The extent to which Congress will continue to fund subsidies for "preferred" categories, such as the mailing of newspapers within the county of publication
- Some daily newspapers' controversial use of second-class mail as part of their total-market-coverage programs

> *"The threat (from third-class) is that with continued loss of advertising revenue, we will not be able to publish quality news products."*

- Whether delivery service, especially service outside a newspaper's market area, has deteriorated and can be improved
- Whether free newspapers, which now must use third-class mail, should have the right to use the cheaper in-county rates.

The debate has been growing sharper and has resulted in division within newspaper ranks. For example, while the newspaper business through ANPA has espoused a single position on third-class rates—that they should be raised because they are unfairly low—some publishers using third-class have opposed that position.

There even has been a break in harmony between ANPA and its longtime ally, the National Newspaper Association. NNA objects to the use by many daily newspapers of in-county, second-class rates for delivery of total-market-coverage products. ANPA believes that newspapers should be allowed to use the mails however existing regulations allow.

Alan Tepper

Mail copies of Loudoun Times-Mirror, Leesburg, Va., receive address labels.

Who's on third? At the heart of the postal brouhaha for the last couple of years has been the rate for third-class bulk mail that ANPA claims is unfairly low and results in higher-than-necessary first-class rates. Thus, the argument goes, first-class directly subsidizes unsolicited, third-class advertising mail.

Calkins Newspapers' Hardy observes that third-class mail represents 39 percent of total mail volume but only 20 percent of mail revenue. First-class mail accounts for 50 percent of volume and 58 percent of revenue.

Moreover, she maintains, third-class mail does not contribute enough to the Postal Service's "institutional," or overhead, costs. USPS internal accounting procedures assign 61 percent of all institutional costs to first-class but only 15 percent to third-class,she says. "The net result is that for institutional costs, each third-class, regular-rate piece pays 3.3 cents while each first-class piece pays 8.8 cents. Yet an average third-class piece weighs about four times that of the average letter."

USPS maintains that first- and third-class mail "each covers its own costs and makes a suitable contribution to fixed costs. Each class is better for the existence of the other. The main reason that third-class's rates are lower is that its costs are lower."

In addition, the Postal Service says weight "is not a major factor in costs, especially for third class." One reason is that third-class, unlike first-class, is not transported by air, it says.

USPS adds that these and other issues have been argued in regulatory proceedings and before the 2nd Circuit, which "vindicated completely the rates in question. The Postal Service believes the time has come to stop reiterating rate positions that have been tried and found wanting."

Low third-class rates were a big reason for the rise of direct mailers' shared-mail programs that cost newspapers millions of dollars in preprint revenue over the past several years.

In shared mail, two or more preprints are united into a single package and mailed as one piece at relatively low rates.

Reduced rates for third-class mail presorted to the carrier route were instituted in 1979 as part of a major rate case, as USPS recognized an opportunity to increase volume and revenue. True to expectations, volume soared.

Newspapers' Major Postal Concerns

Issue	Major parties involved	Status of legal or regulatory activity
Third-class rates	**ANPA**, which argues that current rates for bulk, carrier-route mail are too low—at the direct expense of first-class mail. In part, because of low rates, direct-mail firms have been able to lure preprinted advertising from newspapers **Advo-System Inc.**, which contends it is entitled to even lower rates because it does much of the sorting and handling typically done by the Postal Service **USPS**, which maintains that growth in third-class is bolstering total revenues to the benefit of all mailers **Direct-Marketing Association**, which generally is satisfied with existing rates but challenges some of the rate-making methods	Appeals filed by ANPA and others over last rate case that took effect Feb. 17, 1985, were rejected in early December by the **2nd U.S. Circuit Court of Appeals.** Issues included propriety of bulk carrier-route rates: 8.3 cents for pieces weighing less than 3.5 ounces, or 38 cents per pound for pieces weighing 3.5 ounces or more. Separately, **USPS governors** are examining the issue, saying "entire area" of third-class "warrants continued attention and study." **Postmaster General Carlin** in late September said filing of next rate case is not "imminent."
Third-class detached labels	**ANPA**, which argues that USPS should collect separate postage for these postcard-like pieces **USPS**, which insists detached labels save money and time **Advo**, which is the biggest user of detached labels and also extols virtues of greater efficiency and savings	Complaint filed by ANPA against detached labels is **pending before the Postal Rate Commission.**
Second-class rates	**Congress** **President** **USPS governors**	**Governors imposed higher rates** effective Jan. 1 based on funding cuts contained in congressional stopgap funding resolution.
"Second-class TMC"	**ANPA**, which upholds the right of newspapers to use second-class mail within confines of existing rules **National Newspaper Association**, which opposes use of second-class for TMC partly because of negative long-term effect it could have on the federal in-county mail subsidy **Advo**, which argues that daily newspapers are trying to mail a separate publication under existing permits **USPS**, which originally sided with ANPA on the issue but now agrees with the Advo position	Complaint filed by Advo against second-class TMC, or "Plus" issues, is **pending before the Postal Rate Commission.** Limitations on use of in-county mail contained in congressional **stopgap funding resolution.**
Use of second-class in-county rates by free-circulation newspapers	The Enterprise of Winchester, Tenn., Tri-Parish Journal Inc. of LaPlace, La., Times Publications Inc. of St. Louis and Gulf Times Inc. of Beckley, W.Va.—**free newspapers** mailed third-class, that want to use in-county rates. They claim that the only difference between them and other newspapers is circulation price, and that rules prohibiting them from in-county rates are unconstitutional **ANPA**, which supports the paid-subscriber rules, saying they prevent distinctions being made between the classes based on content **USPS**, which is resisting free newspapers' bid **Advo**, which also supports paid-subscriber rules but bases position on arguments made in the "second-class TMC" case	Enterprise federal lawsuit was dismissed and **sent back for review by the Postal Rate Commission.** Newspaper plans appeal to the U.S. Supreme Court. **Postal Rate Commission upheld** paid-subscriber rules in Tri-Parish Journal case. Newspaper plans to take case to USPS governors and, if necessary, to appeal in federal court. Lawsuits filed by Times Publications and Gulf Times Inc. are **pending.**

Advo's eye-popping expansion seems to have been leveling off, and partly for that reason, third-class volume overall has been growing more slowly.

Shared mail actively began in 1981, fueling the trend toward higher volume. Hardy describes the evolution of shared mail as a "bonus" for third-class mailers because the mailing technique effectively cut already low per-piece rates.

Those rates now are 8.3 cents for pieces weighing less than 3.5 ounces, and 38 cents per pound for pieces weighing 3.5 ounces or more. For participants in shared mail, the cost could be a fraction of the per-piece cost.

ANPA went to court to protest the case establishing the latest rates, but in December the 2nd U.S. Circuit Court of Appeals rejected the lawsuit. The Association claimed that the Postal Service had insufficient evidence in hand when it settled on those rates, and that the Postal Rate Commission failed to provide an adequate explanation of the rationale for its allocation of overhead costs.

While there is a great difference between first- and third-class rates, there may be less difference in service, and that also irritates newspapers. Last year an ANPA survey in seven cities disclosed that third-class pieces were being delivered nearly as fast as first-class letters [presstime, Aug. 1985, p. 38]. Yet the first-class pieces cost eight times more.

ANPA Chairman and President Richard J.V. Johnson said the study proved that "advertising mailers are getting gourmet service for fast-food prices, and the public is picking up the tab for the difference."

The Postal Service has not commented officially on the survey.

An adjunct to the third-class rates issue is the controversy over detached labels—the postcard-like address cards that accompany shared-mail packages. The Postal Service in March 1980 approved use of the separate labels to "increase efficiency."

Users of detached labels, most frequently direct-mailer Advo, do not pay separate postage even though the labels are handled by mail carriers as separate pieces of mail. Instead, the miniscule weight of the card is added to the weight of the shared-mail piece, and only a charge for the total package is paid.

In October 1983, ANPA filed a complaint with the Postal Rate Commission over the labels, arguing that the Postal Service is losing vital revenue by not charging separately for the labels.

"By charging one price for a detached label and its unaddressed flat, two pieces are traveling for the price of one," Hardy says. "One piece of mail is traveling for free."

In fact, the Association has determined that USPS could have collected about $1 billion for detached-label mail since 1980. Ironically, that is the amount the Postal Service borrowed from the federal government last year for capital expenditures.

The loan was made against a backdrop of USPS losses in 1985 of $251.5 million—an amount Postmaster General Carlin says was less than once projected. The Postal Service anticipates a budget surplus this year.

Although the concern about these issues remains high, the activity surrounding them appears to be easing. Advo's eye-popping expansion of the last few years seems to have been leveling off [presstime, Oct. 1985, p. 6], and partly for that reason, third-class volume overall has been growing more slowly.

Economist Sharon Chown, a consultant to ANPA on postal matters, observes that growth in third-class for the first three quarters of fiscal 1985 was less than 9 percent while the same period a year earlier experienced greater than 20-percent growth.

Third-class rates present not only challenges but also opportunities for newspapers. For example, many papers use the rate for distribution of total-market-coverage publications. Use of third-class, demanded by some retailers who prefer delivery of their ad message by a mailman instead of a youth carrier, offers the ability to target an audience or saturate the market.

Such usage may grow. W. Terry Maguire, ANPA vice president and general counsel, looks for "increasing use of third-class by newspapers to reach a variety of people—non-subscribers, target groups" and others. He says this could come in conjunction with newspapers' making more complete use of the marketing possibilities of their subscriber/non-subscriber databases.

Second-class status. Of more immediate concern to many newspapers than third-class rates and the detached-label issue are second-class rates, historically kept low to facilitate timely delivery of news. Some papers now are finding that because of recent increases, the rates are no longer so attractive. As a consequence, many are using less mail delivery for their regular editions and more carrier delivery.

Chairman Hardy (left) and ANPA Counsel Tonda F. Rush review Association positions.

The Wall Street Journal, for example—which once mailed nearly all its subscribers' copies—in recent years has stepped up use of alternative delivery forces because of rising mail costs. It now mails only about 60 percent of its 1.9-million circulation, says Paula A. Jameson, house counsel and director of the legal department of Dow Jones & Co. "Our plans are to increase our use of private delivery" in proportion to the extent of increase in second-class mail rates, she says.

Despite such moves on the part of newspapers, second-class volume in the first three quarters of fiscal 1985—which ended Sept. 27, 1985—increased almost 10 percent after years of little or no growth. The Postal Service is not yet sure of reasons for the increase.

Included in the second-class rate structure are: *regular* rates, used for mailings of 5,000 or more copies outside the county of publication; *limited circulation* rates, for fewer than 5,000 copies outside the county; and *in-county* rates. The latter two are subsidized by the federal government in an allocation called "revenue forgone."

The Virginian-Pilot
EXTRA
HOW TO ARMOR YOURSELF FOR SURGERY
The Virginian-Pilot
Details of Sakharov fast revealed
House OKs bill to reduce import levels

Norfolk (Va.) papers use second-class for TMC paper Extra.

In-county and limited-circulation rates are used mainly by small- and medium-size newspapers that mail a hefty portion of their total circulation in the immediate market area, usually in the county of publication. Regular rates apply chiefly to larger dailies that mail relatively few copies. Large newspapers often mail less than 5 percent of total circulation, and those mainly are to pockets of very light penetration in the market area or to far-flung subscribers.

One part of the revenue-forgone subsidy provides money so that mailings in these categories do not pay full institutional, or overhead, costs. The concept dates to Ben Franklin's time when it was established that delivery of news is of utmost importance in a democratic society and should be publicly supported.

The other portion of the revenue-forgone subsidy provides money for USPS direct operating costs attributable to second-class mail. But Congress, recognizing today's greater diversity of information sources, in 1970 set the stage for a phase-out of this portion of the subsidy as part of the Postal Reorganization Act.

Congress established a 16-step phasing schedule to end in 1987 with "full-phased rates." However, the portion of the subsidy for operating costs came to a halt prematurely as 1986 began. (See story, p. 39.) Higher rates were the result.

A big question now is what to expect in terms of continuation of the subsidy to cover institutional costs.

"A lot of people think the days of the subsidy are over, but I disagree," says Robert Brinkmann, general counsel of the National Newspaper Association. He believes that Congress recognizes the importance of small newspapers and that the funding will continue. Brinkmann thinks newspapers will continue their long-term commitment to using the Postal Service, and that USPS in turn will stay committed to serving the newspaper business. The Postal Service wants to keep newspapers, Brinkmann says, partly because "it does not want to become just the deliverer of junk mail."

ANPA's Maguire also thinks the institutional-cost subsidy likely will be extended in the foreseeable future, but, he adds, "I think that it will continue to be a major challenge. There's no permanency here at all."

Hardy says the subsidy "appears likely to decline as Congress focuses on budget-cutting." She warns that "newspapers would be wise to anticipate the possibility that Congress may one day cease to fund the (reduced) in-county rates."

Some newspapers already are prepared for that day. The News-Herald of Panama City, Fla., dislikes the "cost and complications" of mail and tries to "hold down" the number of mail subscriptions, says Publisher Scott A. Fischer.

In fact, Fischer describes himself as "one of the few (newspaper publishers) who don't agree with subsidies for our business." He says he does not believe that newspapers should receive special taxpayer assistance to deliver copies.

There is mounting pressure to curb what some believe are "abuses" of the subsidized in-county rate. One often cited practice is the large, in-county mailings of People and Playboy magazines. Subsidizing those publications violates the historical intent of the revenue forgone subsidy, critics claim.

TMC controversy. Gossip and "skin" magazines are not the only kinds of publications under legislative scrutiny. Daily newspapers' TMC products are also under review. This has set up a squabble mainly between big and small newspapers.

In the late summer of 1983, a number of newspapers found that with some imagination they could extend their benefits under the paid-subscriber rule. The rule requires that to qualify for second-class, at least 50 percent plus one of all copies must be paid. Some newspapers took that to mean that, for example, a newspaper with 10,000 paid circulation could mail up to 9,999 copies to non-subscribers.

Some newspapers consequently mailed entire copies of the regular paper to a large number of non-subscribers.

But many others created what they called another issue of the paper—a "plus" issue—that was distributed to subscribers and non-subscribers alike. Many plus issues contain local news and other information.

Publishers of small newspapers and competitors of big dailies—including direct-mail firms—charge that such publications were created mainly for the purpose of delivering advertising to non-subscribers. Use of the subsidy for this purpose violates the intent of in-county, second-class mail, opponents say.

Some publishers say they had little choice but to use second-class. Sikorski of the North Platte Telegraph points out a problem many have had: His newspaper, when folded in half, is a half-inch too long to qualify for the lowest third-class rates. Current regulations allow a maximum size of 11½-by-13½-by-¾ inches. ANPA has said this requirement prevents "the vast majority of newspapers from qualifying for the third-class presort discount." Postal officials say they do not plan to change the restrictions.

"We never would have [used second-class for TMC] if we'd been allowed to go third-class," Sikorski says. "They forced us, really, to take advantage of a postal loophole."

Many newspaper executives concede that what they are doing is subject to debate. For example, Mark A. Brown, circulation manager of the Scottsbluff (Neb.) Star-Herald, says while his newspaper's second-class TMC project is "complying with the letter of the law . . . we kind of stand on the line and lean over a little bit."

Others say the concept goes way beyond that. They charge that second-class TMC amounts to a "prostituting" of in-county rates.

"We're seeing a real threat to the continuation of second-class, in-county rates" because of the TMC practice, says Geoffrey Edwards, publisher of The Journal Newspapers, a group of five suburban dailies in the Washington, D.C., area that mails nearly 90 percent of its 150,000 circulation via in-county mail. Loss of the subsidy "will drive many [newspapers] out of business," he adds. The Journal Newspapers do not have a regular TMC program, but on occasion the group mails special supplements on a total-market-coverage basis via third-class.

John M. Andrist, publisher of The Journal, a 3,600-circulation weekly in Crosby, N.D., says he mails about 2,000 copies in-county. Recent postal rate increases have been passed on to subscribers who now will bear the brunt of any additional increases, he says. "That's what makes me so defensive when I see my big-city brethren using this in-county [rate] for their advertising-related purposes."

Andrist is a member of the NNA Board of Directors, which opposes the second-class TMC practice. NNA represents primarily weeklies and small dailies, and its board is concerned about long-term effects on most members' delivery operations. In fact, its concern led it to side with Advo in the complaint against second-class TMC the direct-mail company filed with the Postal Rate Commission.

ANPA, on the other hand, believes that newspapers should be free to use existing rules to their best advantage. Representing newspapers of all sizes, the Association "supports the integrity of second-class mail and believes its flexibility is essential to the existence and growth of the newspaper business," says Hardy. "Using second-class mail for TMC programs is an example of this flexibility, and it must be undertaken carefully to preserve the integrity that we all find so important." ANPA also believes that abuses can be corrected if the USPS will enforce existing regulations, and that new rules and legislation are unnecessary.

> *Postmaster General Carlin last year "told NNA, 'If you have any problems, let us know.' We did, and they responded."*

Ledger-Star of Norfolk, Va., which have a second-class TMP program, says he understands concerns of newspapers that rely on

Carl W. Mangum Jr., president of The Virginian-Pilot and The Ledger-Star of Norfolk, Va., which have a second-class TMC program, says he understands concerns of newspapers that rely on in-county rates. But he also says postal regulations clearly "allow . . . what we're mailing." The Norfolk newspapers' TMC program does not use in-county mail, Mangum adds.

There have been several legislative proposals to curb the practice. Two of them became effective Jan. 1 under terms of a stopgap funding measure that Congress passed in late December.

The changes put new limits on the number of pieces that can be sent at in-county rates. Under the first change, use of the in-county mail category is limited to publications with less than 10,000 circulation, or to those that have more than half of their entire circulation in that county of publication.

Under the second change, new curbs have been imposed on in-county sampling rules that benefit some second-class TMC programs. The allowable weight of "sample" copies if now based on the weight of a newspaper's total in-county mail—not the weight of *all* mailed copies as formerly permitted. The change reduces the base on which some newspapers figure a big part of their second-class TMC activity.

Alan Tepper

Bundles of Loudoun Times-Mirror are put in mailbags for delivery to Post Office.

The upshot of all this? "It may force me into more carrier delivery for TMC products," says Sikorski of North Platte.

Delivery service. Everyone who uses the mails—and that, of course, covers all of us—has at least one bungled-delivery story.

Washington Post labor reporter Peter Perl tells of getting a delayed, mangled letter in December that "looked like a dog had gotten to it." It was accompanied by a "form note" apology from the Postal Service. The letter? An invitation to the Christmas party of the National Association of Letter Carriers.

Such horror stories aside, most newspaper publishers report fairly reliable local mail service. They say they have developed bonds with local postmasters. Problems that arise are solved amicably.

Trouble spots have appeared mainly in long-distance delivery. In those cases, newspaper executives report, USPS personnel from the highest levels have responded quickly.

Robert E. Work, publisher of The Los Angeles Daily Journal, the nation's largest daily newspaper specializing in coverage of law and government, says Postmaster General Carlin last year "told NNA, 'If you have any problems, let us know.' We did, and they responded."

Daniel L. Sikorski

The Daily Journal's problems stemmed from delivery irregularities for its 30,000 copies mailed mainly to locations in California. "Service was getting worse and worse," Work says. "We had people writing letters canceling their subscriptions, saying, 'If you can't get your paper to us on time, we're going to give it up.'"

To get an idea just how bad service was, Work says his company last summer inserted postage-paid cards on which readers could comment on quality of delivery. About 2,000 responded.

The Postal Service selected 200 of those responses as a cross-section of the audience and interviewed them. Since then, "Service has improved," Work says.

Frank A. Strupeck, executive director of the Red Tag News Publications Association, membership of which consists mainly of certain time-sensitive magazines such as Advertising Age and ComputerWorld, attributes long-distance service problems to three factors.

One is the merger last year of so-called "non-preferential" and "preferential" mail. It resulted in second-class mail such as monthly magazines ending up in the surface-mail network that carries more time-sensitive publications. USPS is known to be considering a reversal of that merger. "Somewhere along the line, priorities have to be set," says Strupeck, adding that postal officials say "they can deliver it all, but they can't."

Directly after the "pref/non-pref" merger, "we noticed a direct effect on how fast our newspapers were being delivered," says Scottsbluff Circulation Manager Brown. "For a while, we really got second-class, second-class service."

Brown says copies mailed to what he calls "fringe-local" areas 75-100 miles from his Nebraska town took two or more days to be delivered. They "really should have gotten same-day delivery," he says.

The Star-Herald lost some mail subscribers at that time because of late delivery coupled with a recent subscription price increase, but the situation "seems to have gradually straightened itself out," Brown reports.

The second factor cited by Strupeck is the effect of airline deregulation on mail service. Some airline freight rates "have jumped dramatically," he says, and there has been a reduction of some routes. Overall, he adds, the airlines do not pay USPS

A Lot of People Get Involved in Setting Rates

Newspapers can raise rates whenever they want, within confines of the marketplace. Not so for the U.S. Postal Service.

As a quasi-governmental agency, it must follow a much more encumbered procedure: a rate case that can consume a year or more.

The process greatly resembles a lawsuit. It involves testimony, briefs, comments by any interested party and—like most other Washington, D.C., endeavors—some politics.

The "exercise of power" of the Postal Service is "directed" by the **Board of Governors**, made up of 11 people, nine of whom are appointed by the President and confirmed by the Senate. Each of the nine serves a nine-year term on the board, which is a part-time position. The other two members are the postmaster general and the deputy postmaster general, who are selected by their fellow board members. Current chairman is John R. McKean, president of a San Francisco accounting firm.

Before the governors exercise their authority to establish "reasonable and equitable" classes of mail and rates, however, the USPS must request that the independent **Postal Rate Commission** submit "a recommended decision on changes" in rates or classes. Thus begins a rate or classification case.

The rate commission is made up of five people also appointed by the President and subject to Senate confirmation. They serve six-year terms. Current chairman is Janet D. Steiger of Washington, D.C., author, scholar and consultant, and widow of Rep. William A. Steiger (R-Wis.)

The commission must act on a request for a recommended decision within 10 months. When considering rates, it looks at numerous factors, including financial needs of the Postal Service; impact on the public; "the educational, cultural, scientific, and informational value to the recipient of mail matter"; and anything else the commission deems appropriate.

Once the commission makes its recommendation, it goes to the governors who can take any action they choose. They can accept it, reject it, return it for reconsideration, implement the recommended rates "under protest" or make changes to the recommendation.

Any party dissatisfied with the governors' actions can file an appeal with one of the U.S. Circuit Courts of Appeals. ANPA and several other parties filed such an appeal over the last rate case in December 1984, but it was unsuccessful. (See story, p. 39.)

There have been nine rate cases filed in the 15 years since current procedures were established by Congress in the Postal Reorganization Act. Six have been general rate cases involving all classes of mail; three have involved rates for one type of mail, such as those for Express Mail.

special heed as they did before deregulation.

The third factor is that since the last postal rate case, the USPS staff's workload for long-distance deliveries has increased. The reason is that changes in the rates made it less advantageous for mailers to haul their publications to drop points closer to the destination. Fewer mailers are doing so, putting more burden on USPS.

John M. Andrist

Many newspapers sum up their mail delivery experiences in a fashion similar to the words of Joseph P. Armenia, publisher of the Tonawanda (N.Y.) News. "It's always just been an ongoing thing," he says, with problems "sporadic" and "few in number."

The News mails about 2 percent of its circulation out of state. Most of those copies are destined for Florida, which also happens to be the paper's "biggest problem state" for delivery, Armenia says.

But sometimes people exaggerate, Armenia believes. "We find that problems aren't as bad as the subscriber makes it out to be," he says.

Postal mandate and the future. The main reason newspapers get good treatment at relatively low rates lies in the historic postal mandate to aid in dissemination of important information. Newspapers and magazines traditionally have been distinguished from other non-first-class mail—such as unsolicited advertising materials and shoppers—by their purchase price.

But there are some strong constitutional challenges that could lead to the elimination of the "paid-subscriber rule." ANPA General Counsel Maguire says it is possible the challenges could lead to a union of second- and third-class. If that were to happen, newspapers might have to pay a surcharge to receive delivery before matter such as shared mail, he says. "For better or worse," he adds, "the trend is going to be toward increasing pressure to treat mail regardless of its content." An indicator of this is the Postal Service's Express Mail, which makes no distinction between "a brick and a book," Maguire points out.

Another indication of the trend is the constitutional challenge raised by four free weekly newspapers. They claim that, except for lack of a purchase price, they are like many other paid publications mailed at in-county rates. They say that they, too, should be allowed to use the low rates rather than third-class, which is more expensive and possibly less efficient.

The four weeklies—The Enterprise of Winchester, Tenn.; Tri-Parish Journal Inc. of LaPlace, La., which publishes the River Parishes Sun; Times Publications Inc. of St. Louis; and Gulf Times Inc. of Beckley, W. Va.—originally filed separate lawsuits.

The Enterprise won a round in U.S. District Court, but the 6th U.S. Circuit Court of Appeals reversed the decision, saying the Postal Rate Commission should initially hear matters pertaining to rates and classification. The Enterprise plans an appeal to the U.S. Supreme Court while proceeding to the commission as the 6th Circuit directed.

The Tri-Parish Journal case was filed in U.S. District Court, which sent it to the rate commission. The commission in November upheld the paid-subscriber rules, saying they allow the public, not USPS, to determine which periodicals "warrant second-class status." Tri-Parish Journal plans to take its case to the postal Board of Governors and then, if unsuccessful, to a federal appeals court. The other two cases are pending in separate U.S. District Courts.

The next decade holds many of the same kinds of challenges for newspapers in their relationship with USPS. But there may be many opportunities as well.

Maguire paints a variegated picture.

For first-class mail, he predicts that newspapers will focus more on how much they spend in this category. Some already are doing so. The New York Times deposits into the mailstream more than 600,000 first-class pieces every month. It receives more than 400,000. The Times has installed computerized equipment to make the handling of such mail more efficient and less expensive.

ANPA is planning a study on newspapers' first-class expenditures to get a better idea of how much newspapers contribute to overall first-class volume and revenue.

There may be special opportunities in the first-class realm. Maguire says if certain "Private Express Statutes" were lifted, "and they may be lifted in some form over the next 10 years," newspapers may consider using their own carrier forces to offer the public a delivery service for letters and other mail currently the exclusive province of USPS.

Regardin[illegible]ond-class, Maguire predicts that newspapers will build upon their experience in using the Postal Service and "explore other ways that newspapers can meet challenges posed in the circulation field today."

As an example, newspapers might want to explore with USPS new delivery services as Belgian newspapers did with the Belgian post office. In that country, Maguire notes, the post office since Jan. 1, 1985, has made a second daily delivery run so that the majority of addresses in the country are able to receive a newspaper before 8 a.m.

The next decade holds many of the same kinds of challenges for newspapers. But there may be many opportunities as well.

Twice-a-day delivery was provided in most parts of the United States starting in the early 1900s. But it was phased out in 1950 except in those cities where there are high volumes of business mail.

To all those possibilities add an uncertainty: the future of electronic delivery of news, advertising and other information, and electronic transactions such as bill-paying. The market-research firm International Resource Development Inc. of Norwalk, Conn., predicts there will be 180 billion first-class letters mailed in 1994, but that figure would have been 20-percent higher were it not for the advent of electronic mail.

"I think this is going to be one of the central issues over the next decade," says NNA's Brinkmann.

Above all, ANPA Executive Vice President Friedheim says, newspapers will continue to face the challenge of meeting "unfair competitive threats" with the appropriate "public-policy response," and of meeting "a general competitive threat with a general competitive response." ☐

INTERNATIONAL EDITIONS

More U.S. newspapers have followed the International Herald Tribune overseas

BY MARGARET GENOVESE
presstime staff writer

Americans traveling or living abroad, and English-speaking citizens of foreign countries with a yen for news reported with an American accent, have a variety of U.S. daily newspapers available to them today.

They range from the venerable International Herald Tribune to an assortment of newer arrivals on the global scene: international editions of The Wall Street Journal, USA Today, The Miami Herald and The Christian Science Monitor.

The circulation of these international editions and the Herald Tribune has been growing and now totals about 300,000.

But because the audiences being served are so widely dispersed, distribution can be a logistical nightmare. The papers attempt to recover these costs by charging a premium for single copies or subscriptions, with the cost tending to increase as distance from the central distribution point increases. In some cases, a copy, which may be 16 pages or even smaller, can cost the foreign-currency equivalent of more than $2.

With advertising for these specialized publications not always easy to come by, only the International Herald Tribune and The Asian Wall Street Journal are making a profit.

Publishing abroad has other risks, too. In a recent court case, the editor of The Asian Wall Street Journal felt compelled to apologize for publishing an editorial critical of the judicial system in Singapore.

Shortly after that, an edition of the International Herald Tribune was confiscated by the government of Kenya because of an article on AIDS in Africa. "Something like that is happening somewhere in the world almost every week," says IHT Publisher Lee W. Huebner.

The granddaddy. Begun 99 years ago as the Paris edition of the New York Herald, the "IHT" is the granddaddy of international editions of U.S. daily newspapers. It outlived its parent publication and now is owned jointly by The New York Times Co., The Washington Post Co. and Whitney Communications Co.

Huebner does not view The Wall Street Journal or USA Today, which circulate daily in many of the same areas as the IHT, as head-to-head competitors. What convinces him of this, he says, is that the circulation of the IHT has grown at a record pace in recent years, even as these publications have entered the market.

"We see ourselves occupying a special niche," says Huebner. "That means that these publications don't compete directly with us." The Journal is financially oriented, while the IHT is more of a general-interest newspaper, he observes. USA Today, he adds, "is aiming at American tourists and American military people, which are not a large part of our audience."

Although it began in 1887 as a newspaper for Americans living in Paris, the IHT today calls itself "the global newspaper"—and its readership reflects that. Only 35 percent of its readers are American citizens. Of those, 56 percent have lived in their country of residence for more than five years.

Huebner describes the IHT reader as "an international business, professional or government person, usually . . . a person whose work or whose interests go beyond national boundaries" and who needs the IHT to supplement a national or local newspaper.

As full-page ads in The New York Times and other publications have been trumpeting in recent months, the IHT's circulation has been growing dramatically, from 129,827 in 1980 to 164,639 in 1985, a 27-percent increase.

What accounts for the growth? "I think it's two things principally," says Huebner. "I think the newspaper editorially is getting stronger all the time. And I think our distribution is improving."

The IHT began expanding its printing sites beyond Paris in 1974 when it began publishing in London. Then sites were added in Zurich, Switzerland, in 1977; Hong Kong in 1980; Singapore in 1982; Marseille, France, in 1983; and The Hague, Netherlands, in 1984. It plans to start publishing in Miami early this year for markets in North, Central and South America.

The company uses a satellite to beam completed pages to the Asian print sites and may switch to satellite distribution this year in Europe, where it currently uses land lines. It also will use satellite transmission to Miami.

Over the years, the IHT's ownership also has expanded. In 1934, the Paris Herald absorbed

THE WALL STREET JOURNAL.

In Paris, reader scans The Wall Street Journal/Europe.

the Chicago Tribune's 16-year-old Paris edition. In 1966, The Washington Post acquired an ownership interest, and the next year, The New York Times became a part owner after closing the international edition it had operated for 18 years.

When the IHT competed with the Times' international edition, both papers lost money, Huebner says. Since the early 1970s, however, the IHT has been profitable. When all results for 1985 are in, they will show that profits were "easily double" the amount made in 1984, he adds.

About 60 percent of the IHT's total revenue is derived from advertising, the remainder from circulation, says Huebner. This is a significantly greater reliance on circulation revenue than the U.S. daily newspaper average of about 22 percent [presstime, March 1985, p. 6].

Major international corporations are a leading source of the IHT's advertising. In 1985, high technology firms were big advertisers, according to Huebner. Other large categories are financial institutions, luxury products and travel-related advertising.

About 25 percent of its advertisers are U.S. companies, another 25 percent come from the United Kingdom. The rest are broadly distributed around the world. Advertisers can buy the Asian circulation (approximately 30,000), the non-Asian circulation or the entire circulation. "The vast majority of our advertisers do buy the 'whole world,'" reports Huebner.

While the advertising may change depending on where the edition is published, editorial copy is the same worldwide.

Because most of the copy comes from The New York Times and The Washington Post, the IHT's 50-member editorial staff consists mainly of editors. The paper supplements that copy with stories from its correspondents in London, Frankfurt, Singapore and New York City.

It was a Times story that caused the confiscation of the IHT in Kenya in November. While the newspaper does not usually have a problem in Kenya or most parts of Africa, the Middle East is "often difficult," says Huebner. For instance, the IHT did not circulate for three or four days in Saudi Arabia recently when the paper carried a series on that country.

However, only in "very, very few cases" has the newspaper been kept out of a country for more than a day or two, says Huebner.

Because the audiences being served are so widely dispersed, distribution can be a logistical nightmare.

The business specialist. The political censorship problem "can be exaggerated," says Peter R. Kann, president of the international division of Dow Jones & Co. Inc.

From "time to time," articles have been clipped out or blacked out of The Asian Wall Street Journal and distribution has been held up; "very, very occasionally" there have been more serious problems with content, Kann says.

"The trend has been toward more political confidence among the Asian countries and thus, a somewhat more benevolent or, I would say, smarter attitude toward the press," he says.

Kann declines comment on the Asian Journal editor's recent apology to Singapore because the matter is still before the courts there.

A larger headache, he observes, is distribution. "Circulations are not so high in any particular country for an English-language publication that you can justify having printing plants in every one of them, so you are constantly looking at how you get newspapers from one part of a continent to the other and trying to effect same-day distribution," he says. "That is a real challenge."

Distribution difficulty is the primary reason the Journal has not gone ahead with a Latin American edition that it has been considering for several years, according to Kann.

The Wall Street Journal was introduced internationally first in Asia in 1976 and then in Europe seven years later.

Based in Hong Kong and originally printed by a contract printer, the Asian edition got its own printing plant there last year. It also has a satellite operation in Singapore. The Wall Street Journal/Europe has offices in Brussels and transmits pages by land lines to a printer in the Netherlands.

Publishing internationally causes U.S. newspapers to face a "distinct choice," Kann says. They can essentially transfer their U.S. edition overseas, reduce it, perhaps add more international coverage and retitle it an "international edition." Or they can take a more expensive, alternative path and produce a different edition, recognizing that while some news is of common interest around the world, there is other news of more regional interest. "In our case, we have gone very much that latter route," says Kann.

That means each of the Journal's international editions has its own staff of about 30 reporters and editors.

"They operate, in large part, like separate newspapers," Kann says. "On any given day, they will pick up some portion of The Wall Street Journal's news coverage, because the United States remains the major business/financial center, but in Asia the percentage of Asian news might run up to 50 percent, Europe might run anywhere from 25 to 40 percent."

From a distance, the European edition might easily be mistaken for the domestic version. But the Asian edition discarded the Journal's traditional vertical make-up and column rules after discovering that its Asian audience was accustomed to horizontal layout.

A 1985 readership study revealed that 63.3 percent of the readers of the Asian edition are Asian and

USA Today is now available via satellite in Singapore.

66.3 percent of the readers of European edition are European.

In two years, the latter edition has achieved circulation of 32,000, surpassing the 28,000 circulation of the older Asian edition. "We thought the growth (in Europe) would be nice and slow the way it was in Asia," says Lawrence A. Armour, Dow Jones director of corporate relations.

He attributes the success in Europe to the experience and knowledge that the Journal developed in Asia and to the fact that the European market had been primed by publications such as the international edition of London's Financial Times and the IHT.

"The Asian Journal is never likely to be a huge-circulation paper," says Armour "but it is read by the decision makers, the opinion makers, the important people throughout the Asiatic community."

Furthermore, The Asian Wall Street Journal is profitable, having broken into the black after six years. The European edition, as yet, is not. But Armour says its losses are dwindling.

Dow Jones officials declined to elaborate on revenues of the Asian Journal, other than to say advertising accounts for a bigger share than circulation.

The largest part of the advertising in The Asian Wall Street Journal comes from Asian advertisers, according to Kann. "That is something we consider a very healthy trend because it shows acceptance out there by advertisers as well as readers," he says. Advertisers in the United States and Europe, in about equal proportion, are the two main sources of advertising for the European edition.

Advertisers in the domestic Journal can add one or both of the international editions at a discounted rate.

Like the IHT, the Journal believes it has its own niche. "We are trying very hard—and succeeding I think—to be the global business and financial and economic newspaper, and in that sense I think we more or less stand alone," Armour says.

The upstart. Likewise, USA Today "fits" into the mix of English-language publications available abroad "in a way that is totally separate from the others in that we are the only ones that produce essentially an American newspaper," says Gannett Co. International President David Mazzarella.

Aside from the juggling of some editorial copy, the deletion of some ads, and the addition of European and Asian weather maps, USA Today's International Edition basically is a condensed version of its domestic counterpart, right down to the heavy use of color.

In fact, the only way to tell at a glance whether a particular copy is domestic or international is that the international version is so identified in the right-hand ear of the front page and the cost of the paper in local currency appears above the nameplate.

Mazzarella says because it does not emphasize international news, it rarely encounters censorship problems. However, he recalls that it ran into some problems in several Middle East countries with a front-page story that included a photograph of a woman in a bathing suit.

Reversing The Wall Street Journal's path, USA Today first went international in Europe and then expanded to Asia.

The international edition has been distributed in Europe since July 1984. After being made up at USA Today headquarters in Arlington, Va., pages are sent by satellite to New York, where Gannett's Westchester Rockland Newspapers prints the papers that are airlifted to London. In May, it intends to begin printing the Europe-bound papers in Zurich.

The Latin American market is becoming a hot spot for U.S. *publishers.*

Last October, Gannett began printing via satellite link to Singapore for distribution in Asia.

European circulation hit a high in August 1985 of 20,000, according to Mazzarella. "It's an encouraging result," he says, "after having been there barely a year, without a printing site . . . and without excessive publicity."

Asian circulation numbers are not yet available—more than 15,000 copies a day are being printed in Singapore—but Mazzarella expects "the same results, comparatively."

The number of U.S. residents in Europe—including U.S. military personnel and their dependents—totals 1.2 million, compared with 350,000 for the Asian markets the newspaper "is most interested in," he reports. American tourists are in roughly the same ratio, about 2.1 million a year in Asia and 6 million in Europe.

Although USA Today has set its sights partially on U.S. military personnel overseas, it has not had any discernible impact on either the European or Pacific editions of The Stars and Stripes, according to Air Force Col. Stanley F. Jensen, spokesman for the newspaper published by the Defense Department for military personnel and their families stationed overseas.

USA Today, the international editions of The Wall Street Journal and the IHT are all sold at overseas U.S. military bases.

In addition to Americans traveling or living abroad, Gannett hopes to attract some foreign readers. A study about a year ago showed that 23 percent of the people buying the paper in Europe were foreign nationals, a higher percentage than expected, according to Mazzarella.

In an interview published in the newspaper last September, Gannett Chairman and Chief Executive Officer Allen H. Neuharth called the international edition "a prestige item, rather than a quest for high profitability."

But that does not mean Gannett believes the international edition will never make money, says Mazzarella, although he says it's "too early to say" when profitability might be achieved. "Our first priority was to get distribution in place and make sure the paper was getting to where it was supposed to be getting on time and was available," he says.

Although advertising has been steadily increasing, "it still is not a major factor at this point." The leading advertiser in the international edition in 1985 was AT&T; others were airlines, hotels and FTD, the floral delivery organization.

As with The Wall Street Journal, advertisers in the domestic version of USA Today can place the same ad in the international edition at a discount.

USA Today hopes to expand its distribution in Latin America, says Mazzarella, although he adds that the company has no plans at this time to print the paper there. Currently, the domestic version is distributed in some Caribbean, Central American and South American countries from printing sites in Miami, Houston and Los Angeles.

The Latin American connection. Until recently, The Miami Herald did not have to worry about competition: It was the only U.S. daily publishing an international edition circulated in Latin America. Now the Latin American market is becoming a publishing hot spot.

"We expect quite a bit of competition in the market in the next few months because of the International Herald Tribune's entry," says Mark E. Seibel, the Herald's foreign editor.

In response, deadlines for the Herald's international edition were pushed back in late November to enable the paper to carry closing stock prices, expanded business coverage and later news in general. "There are other product improvements planned," says Seibel.

Dating from 1946, the Herald's international edition is printed in two locations: Miami for distribution in Guatemala, El Salvador, Colombia, Argentina and Brazil; and Panama, for distribution there. Page negatives are flown from Miami to the Panamanian print site.

"The whole initiative for the international edition was the American community in Panama," Seibel explains. However, with ratification of the Panama Canal Treaty in 1978, the American population there has declined. Now, the Herald believes the audience to be, more generally, U.S. citizens throughout Latin America, plus some tourists and bilingual local citizens. "We think it primarily is a business audience, says Seibel.

The paper contains much of the same news and features of the domestic edition, plus an expanded Latin American report. It does not have a separate reporting staff. One editor is assigned to see that all of the pieces of the publication come together.

The edition's circulation is 6,500 daily and 8,900 Sunday. The venture "breaks even," according to Kathryn Killingsworth, administrative assistant to the president of the Herald.

Advertisers may buy the international edition separately or in combination with the domestic edition at a discount.

The weekly overview. The international edition of The Christian Science Monitor differs markedly from others in the field. For one thing, it is owned by a religious group—the First Church of Christ, Scientist.

For another, its target audience is not people looking for news about events as they happen, but people who are interested in "what is going on behind the news," says J. Anthony Periton, international manager.

And as a weekly, it competes not against dailies but against other weekly publications.

Although printed in Nottingham, England, the edition is edited and composed at the Monitor's Boston headquarters. Page negatives are flown to London.

Composed primarily of stories that have appeared in the daily Monitor, it is the only one of the U.S. overseas newspapers that is not entirely in English. Each week, one political article and one religious article are translated into French and German.

Currently, circulation of the international edition is about 17,000. Nearly half of the subscribers are in the United Kingdom, with another 5,000 on the continent of Europe and 2,000 in Australia. The majority are believed to be Christian Scientists. Jeffrey J. Carmel, managing editor of the international edition, says he is trying to make the newspaper attractive to a broader audience.

Since becoming editor last year, Carmel has experimented with graphics, color and content, including increasing the number of stories written exclusively for the international edition.

The edition was begun in 1975 after the Monitor folded an uneconomical daily international edition published in London since the 1960s. The weekly edition has not proved to be profitable either, says Periton, but it "is something that the Monitor is committed to."

Remarkably, the advertising to circulation revenue ratio for the international edition of the Monitor is almost completely the reverse of most U.S. daily newspapers. It receives only about 25 percent of its revenue from advertising, about 75 percent from circulation, according to Richard E. Ralson, manager of the Monitor's marketing group.

He expects advertising volume to grow this year when the Monitor begins a program aimed at doubling the international edition's circulation, primarily in the United Kingdom and Canada. Heretofore, the international edition has not been available in Canada.

Ralston says that initially the edition will be flown to Canada from London, but eventually the Monitor plans to print it "somewhere in North America." ☐

Publishers from other countries enter the U.S. market

Just as U.S. publishers are extending their reach overseas, some foreign publishers view the United States as a land of opportunity.

The Standard in St. Catharines, Ontario, began publishing a weekly edition in Florida in 1982 to keep Canadian "snowbirds" who have retired to or vacation in the southern United States informed of developments at home.

Published between Nov. 1 and April 30, the Canadian News will probably have a circulation exceeding 6,000 at the height of the winter season in mid-March, according to William C. Leeder, the edition's general manager.

Printed by The News-Chief in Winter Haven, it contains Canadian news edited by The Standard's staff plus some news about the social activities of Canadians in the United States gathered by Leeder.

Farther afield, China Daily, an English-language newspaper in the People's Republic of China, began publishing a North American edition in New York in 1983 using satellite transmission. It now has a circulation of about 4,000 in the United States and Canada, according to Karen C. Tse, business manager.

More recently, Renmin Ribao (People's Daily), the official publication of China's Party Central Committee, began printing an overseas edition in six cities around the globe, including San Francisco and New York, in July. The Chinese-language paper already has a circulation of between 20,000 and 25,000 in the United States and Canada, reports Christopher Noyes, president and general manager of China Books & Periodicals Inc., the U.S. agent for People's Daily.

The Financial Times, London's business daily, also began printing its international edition in Bell Mawr, N.J., in July. It had been flying copies to the United States from Frankfurt, West Germany, since 1979, according to Laurance V. Allen, executive vice president of FT Publications, the Times' U.S. company. Since starting to print in the United States, it has increased North American circulation from 6,000 to 8,750, he says.

Soon to debut here is an English-language version of Pravda, the organ of the Central Committee of the Communist party in the Soviet Union. It will be published by a U.S. firm, Associated Publishers Inc. of St. Paul, Minn., which has a team of translators that will convert the paper from Russian. Charles C. Cox, president of Associated Publishers, says Pravda is "aware" of his company's intentions. "Everything is non-committal, and we kind of like it that way," he says.

Cox does not look for a "mass audience" for the paper. He sees the market as the academic world, libraries, government agencies and the news media. However, he adds, he has heard from distributors who want to put it on their newsstands.

Jay T. Harris

An Advocate for Minorities and Newspapers

BY MARCIA RUTH
presstime staff writer

As Richard Smyser remembers it now, he and Jay T. Harris were driving one night through the South Side of Chicago when Harris, then assistant dean of the Medill School of Journalism at Northwestern University, pointed to the lighted windows of low-income housing and challenged the chairman of the American Society of Newspaper Editors Minorities Committee: "What are we going to do to get these people to read newspapers?"

"I never forgot it," says Smyser, editor of The Oak Ridger in Oak Ridge, Tenn., and a former ASNE president. Harris has the ability to bring forward "obvious" things "in a very tactful way, showing how blind we've been," Smyser says.

Initially known best for his work behind scenes to increase minority employment in newspapers, Harris has moved into the limelight over the past few years. After working at Northwestern since 1973, he went to Gannett News Service in 1982, first as a reporter, then as a columnist. This March, at the age of 36, he suddenly emerged as executive editor of Knight-Ridder's Philadelphia Daily News.

Currently in demand as a speaker, Harris often addresses the touchy subject of "advocacy" in journalism, which he relates to his long commitment to minority hiring and coverage.

Anticipating that some might be "at least mildly troubled" by his views and "insist that advocacy and journalism must never be mixed," Harris defines his terms. He rejects "completely" journalists who "tell only part of the story, twist the truth, who mask opinion as news," Harris explained in an enthusiastically received speech to the annual convention of the Society of Professional Journalists, Sigma Delta Chi, last November in Phoenix. "The advocacy of which I speak is done through the telling of the whole story of American life, not just part of it."

Harris sees his commitment to minorities and to advocacy as related. "I have never put [minority employment] in the context of just jobs," he says. "It is always in the context of the Kerner Report, which said the press—by its failure to include the full range of views—contributes to a problem. And I care enough about the craft and enough about the society to see these problems solved."

It was such qualities that drew Daily News editor Zackary Stalberg to Harris: "Basically, I needed somebody who I really felt could keep pushing the basic values of the Daily News within the newsroom"—values Stalberg defines as beginning with "a real commitment to covering the city."

When word got around that Harris "didn't have city desk experience, that's all people talked about, but he got here and quickly demonstrated it didn't matter," says City Editor Michael Freeman. "He's got great instincts. He's aggressive. . . . He sort of bores through an issue like an electric drill through balsa wood."

"He's a major talent in our business," says James K. Batten, president of Knight-Ridder Newspapers Inc. "A number of us have been interested in Jay Harris for a number of years."

In a kind of baptism by fire, Harris' style came forward immediately. Barely a month after he arrived, Philadelphia police dropped a bomb on MOVE, a fortified commune in a residential neighborhood, killing 11 people and destroying more than 60 homes. Since then, the incident has become a central metaphor for Harris, who believes lack of extensive coverage of MOVE's gradual buildup of arms and explosives as well as the city's longstanding failure to diffuse the potential for violence contributed to the tragedy.

In subsequent coverage, the Daily News tried to "expose all sides to the public, not just take a side," says Harris.

The new editor's reporting skills first received public recognition when he and Ralph S. Moyed shared the Associated Press Managing Editors' 1972 public service award for a series on heroin trafficking in Wilmington, Del., where Harris worked for the News-Journal papers.

His intellectual gifts came to the attention of Medill Dean I.W. Cole when Harris won a year-long Gannett Urban Journalism Fellowship in 1973. Observing the young reporter sharpening his skills in social science research and what later became known as "precision journalism"—the application of computers to news analysis—Cole asked Harris to stay.

"He's absolutely outstanding, one of the best persons I've ever worked with," says Cole, who recalls Harris as "very perceptive, very bright, very hard-working, quite independent," as well as "inner-directed" and "rational."

It was during his years at Northwestern that Harris began The Consortium for the Advancement of Minorities in Journalism Education, which drew minority students from black colleges into the journalism programs of mainstream universities from 1978 to 1984. Harris himself earned a bachelor's degree in English in 1970 from a predominantly black institution, Lincoln University in Pennsylvania. From 1978 to 1984, he also produced the statistical base for ASNE's campaign for minority employment in the newsroom.

Harris and his wife, Christine, are frequently described as a "team." A former Chicago radio and television anchor and commentator, she was director of the minorities consortium for its last four years. The Harrises now live in Philadelphia with their two daughters, Jamarah and Shala. ☐

Newspapers' research projects must be carefully tailored for individual market needs

BY MAXWELL E. McCOMBS

If you have teenage children or grandchildren, stereo components probably were on your Christmas shopping list, confronting you with a bewildering array of choices among speakers, consoles and turntables of every make and price. Add the complexities of tape, plus the options of Dolby sound (types A, B or C yet), and you have something like the situation faced by many purchasers and consumers of newspaper research. The options are numerous and technical, the price-tags varied, and it is not easy for the buyer to make meaningful choices.

Increasingly, daily newspapers with circulations of 100,000 or more—and even some smaller ones—are adding research managers and analysts to their staffs to guide these choices. During the past decade, the Newspaper Research Council has grown from a few dozen newspaper researchers to approximately 200. This growth is testimony both to the increased use and value of research and to the recognition that skillful use of research requires technical expertise and competence.

But the increased use of research and the need for technical expertise pose major problems for most smaller newspapers. Without an in-house researcher to guide the design and implementation of research, smaller papers frequently do not obtain the best possible return on their research investments. Newspapers in smaller markets cannot blindly follow the results of national research or studies done in major markets. Nor should they routinely purchase off-the-shelf products offered by commercial researchers.

Using research is not a magic solution to editorial, management and marketing decision-making. Research is feedback. Unless this feedback is carefully calibrated to be in tune with the local community and a particular newspaper's management style, the research will not yield good dividends. Design of good research begins with the local situation and with the questions a newspaper needs answered in order to improve its product, service and profitability. Only a person steeped in this local situation can specify the design of research that will yield useful answers.

Maxwell E. McCombs

But while good research begins with questions derived from the local situation, in practice, research frequently draws upon questions and techniques honed in other people's studies. Published national studies (such as those done by the Newspaper Advertising Bureau) and compilations of local studies (such as the work of the "NRC Mining Company") suggest research perspectives and provide benchmarks for comparing local results. The standard designs of various commercial research firms offer polished starting points. But all such sources for tactical research operations must be evaluated in the context of the local situation.

Too often research designs developed elsewhere are applied by rote to smaller markets. The results can be reams of demographic analyses, which don't really explain *why* things are the way they are; or psychographic analyses, which currently are in favor as a research perspective. For example, I have seen studies without any questions on ethnic background in markets with major ethnic populations, because the borrowed design hadn't included that variable.

One vastly under-utilized resource for designing research for smaller newspapers is the research-trained faculty from journalism programs at nearby colleges and universities. While you may think of teaching as the primary activity of college faculties, all first-rate colleges and universities stress a trilogy of activity: teaching, research and public service. Working with your newspaper to design new research is an important public service activity for these faculty and offers them a research opportunity as well. These faculty members also bring their knowledge of newspaper and social science research to your situation.

Because this kind of activity is expected of faculty—or put another way, because much of the overhead costs of this counseling is absorbed by the campus—these people can spend time learning your situation without charging the rates attendant to commercial operations. Many projects that can be completed at smaller newspapers by campus researchers for a few thousand dollars simply are not viable commercial accounts. But these projects do bring together local newspapers and local campuses in profitable relationships not measured just in dollars.

The extra dividend in this relationship is the successful implementation of research findings. Thoughtful implementation requires a major investment of time, especially at newspapers where few executives or staff members are experienced in working with research findings. But it is this investment of time with an outside consultant that yields extra dividends.

Casually assembled research, like the casually selected stereo set, creates little satisfaction. Avoiding cacophonous results requires thoughtful investments of time and money. Caveat emptor! ☐

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LEGISLATION

AMA opposition to tobacco ads finds support in Congress

Less than a week after the American Medical Association advocated federal legislation to prohibit all forms of tobacco advertising—a move that was protested by ANPA and others on grounds it would infringe on First Amendment rights of free speech—two bills were introduced in Congress aimed at making tobacco advertising economically unattractive.

Sponsors of the legislation believe their measures avoid the constitutional issue because they would not prohibit tobacco advertising but rather would deny business tax deductions for costs associated with such advertising.

However, opponents said these measures also could be found by courts to be unacceptable restrictions.

Meeting in Washington, D.C., the AMA's 371-member House of Delegates Dec. 10 overwhelmingly adopted a resolution to "oppose any form of media advertising of tobacco products by initiating and supporting legislation prohibiting such advertising."

Prior to the vote, ANPA and the Magazine Publishers Association urged the AMA to "recognize the fundamental constitutional problem" presented by a ban on tobacco advertising.

In a letter cosigned by ANPA Executive Vice President Jerry W. Friedheim, the publishing organizations said: "Products that can be legally sold in our society are entitled to be advertised; if it is legal to sell a product, it should be legal to advertise it."

Other organizations opposing the AMA call for a ban included the American Association of Advertising Agencies, the American Advertising Federation, the Association of National Advertisers and the American Civil Liberties Union.

In 1971, Congress banned cigarette advertising on radio and television. The U.S. Supreme Court later affirmed the ban without issuing an opinion.

Kirk B. Johnson, general counsel of the AMA, said that organization believes it has a "very strong case" in favor of an ad ban and "would be very likely to prevail" in a Supreme Court test of its constitutionality.

The high court only recently began giving any substantial protection to commercial speech, Johnson noted. "We are talking about the fringe, at best, of the First Amendment," he said. "We're talking about commercial advertising of a dangerous substance."

The court recently agreed to hear a commercial free speech case in this term. *Posadas de Puerto Rico Associates v. Tourism Co. of Puerto Rico*, challenges the constitutionality of a Puerto Rican law that bars advertising of legal gambling casinos to Puerto Rican residents.

In a follow-up letter to AMA officials Dec. 19, ANPA's Friedheim noted that in a 1975 decision, *Central Hudson Gas & Electric Corp. v. Public Service Commission of New York*, the court recognized "truthful advertising is entitled to First Amendment protection, even in the face of substantial state regulatory goals."

According to the Newspaper Advertising Bureau, $236 million was spent in 1984 to advertise tobacco products (including cigars and smokeless tobacco) in newspapers. This represented about 7.7 percent of national advertising expenditures in newspapers but only about 1 percent of total newspaper ad expenditures of $23.5 billion.

Although no legislation has yet been introduced to prohibit tobacco advertising, Sen. Bill Bradley (D-N.J.) and U.S. Rep. Fortney R. (Pete) Stark (D-Calif.) Dec. 16 introduced the bills to deny tax deductions for tobacco advertising expenses. Stark's bill also would deny deductions for expenses stemming from other promotions of tobacco products.

"It is doubtful that we can stop tobacco manufacturers from advertising, but we can eliminate the taxpayers' subsidy to the industry for this purpose," said Bradley.

Bradley is a member of the Senate Finance Committee, which will consider the bill.

Stark is the chairman of the Health Subcommittee of the House Ways and Means Committee, which will take up his bill.

The medical profession considers the bills to be "consistent with our concern, and we applaud the action," said the AMA's Johnson. "But we don't think they are going to be, on balance, as effective as the approach that we are suggesting."

Similar legislation has been introduced in the past and never went anywhere, noted Daniel L. Jaffe, senior vice president of the Association of National Advertisers.

On the other hand, the legislative counsel for the American Heart Association believes oversight hearings into the issue of tobacco advertising and promotion will be held this year, perhaps as early as the spring. Scott D. Ballin predicted the hear-

CALIFORNIA
TELLERS

Joe Fletcher, American Medical Association

Dr. Ronald M. Davis of Atlanta testifies in favor of the advertising ban at AMA meeting.

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presstime

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through
December 1985**

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- — Former Wall Street Journal reporter R. Foster Winans sentenced, Sept., p. 36
- — First Amendment Congress to locate on campus of U. of Colorado, Sept., p. 44
- — Case tests Wisconsin's eight-year-old privacy law, Dec., p. 38
- — SPJ/SDX sets program to "educate public on value of free press," Dec., p. 45
- — ANPA's Hines elected First Amendment Congress president, Dec., p. 45

LABOR
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- — As times change, newspapers can keep readers by explaining the context of events, July, p. 36
- — Military press pool policies clarified, July, p. 58
- — Pentagon clams up after hostages taken, July, p. 58
- — News embargoes: Agreements to hold news until release time are sometimes breached, Aug., p. 14
- — There is a shortage of newspaper graphic artists, Aug., p. 27
- — Sources of newspaper graphics, Aug., p. 28
- — American Bar Association might study terrorism coverage, Aug., p. 37
- — Presstime's Special Report on education reporting, Sept., p. 20
- — How one paper allocates staff for quality education coverage, Sept., p. 25
- — There are sources aplenty to keep up on education issues, Sept., p. 26
- — Newspapers need to cover education with more "depth and precision," Sept., p. 33
- — Judge upholds news syndicate's territorial exclusivity pact, Sept., p. 36
- — Investigative Reporters and Editors Inc., performs database searches for its members, Sept., p. 41
- — Scores of newspapers, applicants show interest in Job Bank, Sept., p. 42
- — Journalist may be considered for 1986 space shuttle flight, Sept., p. 42
- — Campaign finance data available by computer, Sept., p. 42
- — Celebrating tenth birthday, Children's Express wants to increase number of bureaus, Sept., p. 43
- — Publications devoted to matters ecclesiastical form the religious press, Oct., p. 8
- — Three news services cover religion exclusively, Oct., p. 9
- — Many newspaper executives got their start on the sports beat, Oct., p. 20
- — Military press pool covers Sept. 19 event without leaks, Oct., p. 61
- — British journalist finds difference in reporting on government here and at home, Nov., p. 38
- — New study shows differences in views of journalists, public, Nov., p. 56
- — Media take a hard look at terrorism coverage, Nov., p. 56
- — NASA launches "journalist in space" program, Nov., p. 56
- — Newspapers turn to specialized reporting to meet varied information needs, Dec., p. 6
- — Courtesy title usage trails off at most newspapers, Dec., p. 10
- — Growth of editorial staffs caused by zoned editions, new bureaus, more competition, Dec., p. 14
- — There are newsworthy stories to be reported about non-profit, charitable organizations, Dec., p. 34
- — White House ends foreign reporters' embassy-letter requirement, Dec., p. 44
- — APME reports cover broad range of newsroom topics, Dec., p. 44
- — Cartoonists show there's nothing funny about hunger, Dec., p. 45

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- — Media firms move to prevent takeovers, July, p. 6
- — Recent acquisitions: Aug., p. 60; Sept., p. 61; Nov., p. 69
- — Another USA Today relative is living in Florida, Oct., p. 60

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— Presstime's Special Report on joint operating arrangements, Aug., p. 16
— Seattle publishers credit two-year old JOA with bringing about improved newspapers, Aug., p. 18
— Lincoln, Madison dailies insist they do not have JOAs, Aug., p. 21
— Who's who among newspapers in joint operating arrangements, Aug., p. 22
— Future of Columbus (Ohio) Citizen-Journal appears grim, Oct., p. 61
— Ohio paper to get morning competition when JOA expires, Dec., p. 50

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— Scripps Howard gets new logo, leader and potential partner, Aug., p. 60
— Jack Kent Cooke agrees to sell Multimedia shares, Aug., p. 60
— Southam board approves fair price amendment, Aug., p. 60
— Employees Guild, city file suits against Globe-Democrat, Sept., p. 59
— Evening News board moves closer to partial or complete sale of firm, Sept., p. 61
— Several major dailies owned by church groups, Oct., p. 12
— Gannett moves to meet cross-ownership rules, Oct., p. 60
— Thomson Newspapers: Quiet giant among North American publishers, Nov., p. 6
— New player in ownership sweepstakes: Tacoma News Tribune goes up for sale, Nov., p. 68
— Newport News dailies may be sold, third offer to buy Freedom considered, Dec., p. 51

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— Commercial printing may be profitable sideline, July, p. 45
— Parade reports defections from Family Weekly papers, Aug., p. 61
— Sunday editions boom in numbers, circulation, Sept., p. 14
— Mutual drops First Amendment insurance, Sept., p. 59
— USA Today targets May for printing in Europe, Sept., p. 59
— Newspapers caught in N.J. law on South African divestiture, Nov., p. 66

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— Pagination on the move, July, p. 38
— Pagination ideas for small newspapers outlined, July, p. 39
— Confronting the "double-barreled dilemma" of newspaper distribution through the use of computer technology, July, p. 43
— Front end systems industry in a "bloodbath," July, p. 47
— Sky's still the limit for newspaper electronics, July, p. 48
— Newspapers find success establishing their own computer-servicing programs, July, p. 50
— Personal computers making big inroads into many facets of newspaper production, July, p. 51
— Center for Imaging Science established at Rochester Institute of Technology, July, p. 67
— Pagination, done right, can result in higher-quality newspapers, July, p. 68
— Using syndicated and computer graphics to help tell the story, Aug., p. 26
— Sources of newspaper graphics, Aug., p. 28
— Pagination seen chiefly as boosting efficiency, Aug., p. 50
— PC-based networks grow as alternative to big computers, Sept., p. 10
— Laser printers challenge cold type, Sept., p. 12
— Charts help to compare word processing programs, Sept., p. 44
— Taking a look at the future for home computers and telecommunications technology, Nov., p. 49
— Teleram falls victim to cheaper competiton, Dec., p. 56
— Tandy markets model 100 successors, Dec., p. 56

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— Meeting the growing demands of distribution, July, p. 43
— Factors determining selection and use of scanners vary from paper to paper, July, p. 49
— Daylight films brighten darkroom functions, Aug., p. 55
— Used scanners offer benefits, risks, Sept., p. 50
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— Laser diodes, infrared paper changing imagesetters, Nov., p. 50
— Color-separation scanners compared, Nov., p. 53
— Video-to-print makes gains, Dec., p. 54
— Newspaper, CBS conduct test of video photographs, Dec., p. 55

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— Ten-year forecast for newspaper advertising: Mostly sunny, Oct., p. 49
— Taking a look at the future for home computers and telecommunications technology, Nov., p. 49

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— Free newspaper files complaint over second-class rates, July, p. 56
— Free newspapers: Quality products result in strong competitive forces, Sept., p. 6
— Free paper rebuffed on second-class, Nov., p. 44

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— Gift subscriptions: Many are offered, but few chosen, Oct., p. 36
— Newspapers can benefit from product loyalty, Nov., p. 34

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— Minority job fairs: A proven way to meet outstanding employee candidates, Aug., p. 10
— Regional minority job fairs listed, Aug., p. 11
— Job fair, newsletter among first minorities panel projects, Sept., p. 59
— Minority fellowship recipients named for rest of 1985, Sept., p. 60
— Task force holds minority job fair; Ghiglione nominated to head steering committee, Nov., p. 61

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— George Krimsky: A "can-do" guy helping to improve journalism worldwide, Aug., p. 32
— Gerald Grotta: An educator with broad professional concerns, Sept., p. 32
— C. K. McClatchy: A believer in competi[illegible]t., p. 38
— Mike Hughes: Creativity in print is his speciality, Nov., p. 37
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— Newspaper yields big return on efforts to improve appearance with quality color reproduction, July, p. 36

— Newspaper exec outlines eight "rules" for higher production control, July, p. 37
— Common ingredients of quality printing: Systematic measuring and monitoring, July, p. 40
— Unraveling the array of press options, July, p. 41
— Newspapers compare notes on reducing rub-off, favorable report issued on ANPA-INK™, July, p. 44
— Use of low-rub-off inks is on the increase, July, p. 66
— New York Times to test anilox offset units, July, p. 67
— Washington Post flexo test starts yielding results, Aug., p. 50
— Positive registration system improves color printing, Aug., p. 53
— ANPA-INK® receives trademark, patent, Aug., p. 53
— Photographers produce "white paper" on color issues, Sept., p. 43
— Newsprint is getting brighter, Oct., p. 24
— Presstime's Special Report on ink quality and safety, Oct., p. 26
— New color ink book to reflect industry changes, Oct., p. 28
— Newspapers line up for new ink, Oct., p. 40
— Goss finds cause and solution to cracked press folders, Oct., p. 54
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— Offset papers gain in share of newspaper circulation, Oct., p. 57
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— Lesser circulation papers gain reputation for excellence at four-color reproduction, Nov., p. 51
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— Higher prices for black letterpress and offset news ink announced, Nov., p. 52
— Flexo continues to make gains at newspapers, Nov., p. 52
— Publication delayed for ANPA's color ink book, Nov., p. 53

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— Presstime's Special Report on changing publishing frequency, Dec., p. 24
— Some free newspapers make a double conversion, Dec., p. 30
— "Daily" means different things, Dec., p. 31
— Columbus gets morning competition, Dec., p. 50

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— Scitex Corp. acquires Royce Data Systems, July, p. 67
— Chorus Data Systems Inc. leads investment group that acquired Unitex Inc., July, p. 67
— Delta Data Systems Corp. plans to service Computek equipment, July, p. 67
— General Motors Corp., Etak Inc. to develop factory-installed navigation systems, Aug., p. 55
— Unidot Inc. markets laser imagesetter to North American vendors on original-equipment-manufacturer basis, Aug., p. 55
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— U.S. Printing Ink acquires Leber Ink Co., Aug., p. 55
— Newspaper Hardware Users Group created, Nov., p. 52
— Atex Inc. signs letter of intent with AT&T to buy computers, software and networking products, Nov., p. 52
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— ECRM signs original-equipment-manufacturer agreement with Autologic, Nov., p. 52
— Crosfield Electronic signs market agreement with MacDonald Dettwiler Technologies Ltd., Dec., p. 56

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— Newspapers agonize over staying or leaving downtown, Aug., p. 29
— Appellate decision won't restrict TMC programs, experts say, Aug., p. 35
— Judge upholds news syndicate's territorial exclusivity pact, Sept., p. 36
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— '84 consumption rose 8 percent at U.S. dailies, Aug., p. 56
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— Consumption drops for users overall but rises for dailies, Sept., p. 48
— Newsprint being used by newspapers at record pace, Oct., p. 59
— Newspapers continue to set strong pace in consumption, Nov., p. 63
— Annual newsprint demand survey released, Dec., p. 52

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— Market research firm to study long-range implications of penetration of U.S. market by foreign producers, Nov., p. 62

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— Members of UPIU ratify three-year contract at New Jersey mill, Sept., p. 47

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— Abitibi-Price announces another capacity cutback; three other companies report temporary closings, Aug., p. 56
— Great Lakes Forest Products reaches agreement with archaeologists to allow construction of mill, Aug., p. 58
— Gulf Canada transformation begins with Abitibi deal, Sept., p. 47
— Canadian newsprint production capacity expected to grow modestly by end of 1987, Sept., p. 47
— Donohue Inc. considers proposal to add $160-million newsprint machine at Clermont, Quebec, mill, Nov., p. 62
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- — Price hikes still stalled, Oct., p. 58
- — Mattson suggests two-tier price structure for newsprint, Nov., p. 62

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- — USDA proposes kenaf program, Dec., p. 52

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- — Gourmet mushrooms are springing up from pulp base, Sept., p. 47

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- — ANPA warns against duty on Canadian newsprint, July, p. 55
- — Goldsmith, Crown Zellerbach pledge cooperation, July, p. 72
- — Restricting newsprint flow is a form of censorship in some countries, Aug., p. 12
- — ANPA's annual report on newsprint characteristics distributed, Aug., p. 56
- — Sir James Goldsmith becomes chairman of Crown Zellerbach, Aug., p. 58
- — Registration still open for October seminar, Sept., p. 47
- — "Newsprint Statistics 1984" now available, Sept., p. 47
- — Newsprint is getting brighter, Oct., p. 24
- — Firms donate newsprint to LaPrensa, Oct., p. 45
- — Pulp and Paper Research Institute of Canada adds biotechnology wing, Oct., p. 58
- — Graphic Communications Association publishes book about EMBARC standards, Oct., p. 58
- — Manufacturer to conduct seminar on "measurement and control of optical properties of newspaper," Oct., p. 58

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- — Researchers eye closer ties with ASNE, ICMA, Sept., p. 45
- — Study shows more adults tuning in to television news, Sept., p. 45
- — Personality of President related to coverage he gets, Sept., p. 45
- — New study explores credibility, Nov., p. 55
- — Editors oppose use of hidden recording devices, Nov., p. 55
- — Study shows how photos help readership, Nov., p. 55
- — New study shows differences in views of journalists, public, Nov., p. 56
- — Retailer asks researchers to standardize, Dec., p. 46

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- — Free newspaper files complaint over second-class rates, July, p. 56
- — Rates uncertain as funding level is undecided, July, p. 56
- — Why third-class rates should be restructured, Aug., p. 33
- — Postal funding picture brightens, Sept., p. 38
- — ANPA says its plan would have netted postal surplus, Sept., p. 38
- — Steep rate increases set for second-class mail, Oct., p. 44
- — Free paper rebuffed on second class, Nov., p. 44
- — Rate hike postponed; funding still unsettled, Nov., p. 45
- — Carlin insists there is no "imminent rate filing," Nov., p. 45
- — Reagan veto means rate hike could be higher, Dec., p. 42

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- — Rules change eyed for second-class TMC, July, p. 56
- — ANPA study finds little difference between first-, third-class service, Aug., p. 38
- — National Newspaper Association breaks with ANPA on second-class TMC issue, Aug., p. 39
- — ANPA names Postal Committee chairman, Sept., p. 38
- — New rules proposed for second-class TMC, Sept., p. 38
- — Keep paid-subscriber rules, ANPA testifies, Oct., p. 44
- — Three nominated for USPS Board of Governors, Nov., p. 44
- — ANPA asks dismissal of Advo complaint, Dec., p. 42

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- — UPI correspondent's detention is reminder of Lebanon dangers, July, p. 57
- — World Press Freedom Committee seeks equipment for Caribbean newspapers, July, p. 57
- — Inter American Press Association scholarship program gets $100,000 challenge grant, July, p. 57
- — International Circulation Managers Association honors first group to graduate from Empire State circulation program, July, p. 64
- — Suburban Newspaper Association ponders challenge from rising competition, July, p. 74
- — UPI requests wage concessions, reports high profit for month, July, p. 75
- — ASNE and ANPA urge House subcommittee to reconsider computer-crime law provision, Aug., p. 37
- — ICMA compiles carrier safety booklet, Aug., p. 45
- — UPI allows purchase offer to expire, Aug., p. 61
- — Investigative Reporters and Editors Inc., performs database searches for its members, Sept., p. 41
- — National Press Photographers Association produces "white paper" on color issues, Sept., p. 43
- — National Association of Black Journalists expands goals toward coverage and content, Sept., p. 44
- — Newspaper Research Council eyes closer ties with ASNE, ICMA, Sept., p. 45
- — '86 NAB Planbook available, Sept., p. 46
- — INAME Foundation tops fund drive goal, Sept., p. 47
- — UPI, Guild mediation talks collapse, Sept., p. 60
- — Inland's Reg Ivory elected president of NAM, Sept., p. 61
- — NNA looks forward to "continued growth," Oct., p. 61
- — UPI evaluates "expressions of interest" from prospective buyers, Oct., p. 61
- — IAPA issues mixed reports at General Assembly, Nov., p. 43
- — NABJ moves to D.C., Nov., p. 68
- — Agence France-Presse expands its American presence, Nov., p. 69
- — AP's 4.6 percent increase lowest in 15 years, Nov., p. 69
- — UPI, creditors examine purchase proposals, Nov., p. 69
- — Press organizations criticize curbs imposed on South African coverage, Dec., p. 41
- — APME reports cover broad range of newsroom topics, Dec., p. 44
- — SPJ/SDX sets its agenda, Dec., p. 45
- — UPI's purchasers scrutinized, Dec., p. 50

RAILROADS
[See TRANSPORTATION]

READERSHIP

General

- — Largest syndicated study of newspaper readership released, Aug., p. 42
- — Some papers question readership findings, Nov., p. 67
- — Parade disputes Simmons study on readership, Dec., p. 43

SAFETY/HEALTH

Hazardous materials

- — Court affirms OSHA's "hazard communication" standard pre-empts similar state laws regarding manufacturing sector, Aug., p. 37
- — Ink firms grapple with rule on cancer-warning label, Sept., p. 34
- — ANPA distributes Hazard Communication Standard Compliance Package, Sept., p. 35
- — EPA issues final rule on use of polychlorinated biphenyls in electrical transformers, Sept., p. 35
- — Presstime's Special Report on ink quality and safety, Oct., p. 26
- — Waste ink disposal can present special problems, Oct., p. 33
- — Newspapers line up for new ink, Oct., p. 40
- — Companies generating 220-2,200 pounds of hazardous waste a month subject to regulation, Oct., p. 41
- — Mercury News, Cal OSHA settle PCB dispute, Oct., p. 46
- — "Hazard communication" standard to take effect, Nov., p. 42
- — Confusion arises over red ink pigment as newspapers work to comply with "hazard communication" standard, Dec., p. 36
- — Health and Safety Symposium focuses on hazard standard, Dec., p. 37
- — Publishers blast levy for cleanup program for abandoned hazardous waste sites, Dec., p. 39

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- — Appeals court upholds federal standard on hearing conservation, Nov., p. 41

VDTs

- — Oregon legislators pass VDT bill, July, p. 55
- — Oregon governor vetos VDT guidelines, Aug., p. 36
- — Congressional staff issues favorable report on VDTs, Oct., p. 41

General

- — Health and Safety Symposium planned for October, Aug., p. 36

STRIKES
[See EMPLOYEE RELATIONS]

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Advertising

- — Inserts are part of paper, new sales and use tax law says, July, p. 65

General

- — Court rules that The Day Trust is exempt from federal tax laws governing private foundations, July, p. 54
- — Reagan proposes no tax change for circulation expenses, July, p. 55
- — Jury rules subscription list is depreciable asset, Aug., p. 36
- — Court strikes down state rule requiring publication to have paid circulation to qualify for newspaper sales tax exemption, Oct., p. 43
- — Iowa papers to get ink tax refund, Oct., p. 46
- — Supreme Court refuses to hear tax case, Nov., p. 42
- — Newspaper industry offers cautionary words on tax bills, Nov., p. 43
- — Publishers blast "value-added tax on information," Dec., p. 39

TELECOMMUNICATIONS

Cable TV

- — FCC requires cable company to seek common-carrier certification for voice and data transmission services, Sept., p. 35
- — National Association of Broadcasters fails to gain postponement of court's ruling on "must-carry" rules, Oct., p. 43
- — The Washington Post Co. agrees to buy 53 cable systems, Nov., p. 46
- — FCC amending "must carry" rules, Dec., p. 36
- — Cable-TV's First Amendment rights to be tested, Dec., p. 39

Public policy issue

- — Bell regionals get green light to expand into new areas, July, p. 14
- — Judge Harold H. Greene's waiver process called "cumbersome," July, p. 15
- — AT&T to play role in local-line, home-banking program, July, p. 65
- — National Telecommunications Information Administration says information service ban should be lifted for regionals, Aug., p. 41
- — Judge Greene gets request for print-media waivers, Aug., p. 41
- — AT&T unit quits real estate listing project, Sept., p. 38
- — BOC proposes direct-marketing service, Oct., p. 47
- — ANPA seeks "conditions" in Computer III, Nov., p. 46
- — ANPA urges attention to safeguards in FCC rules review affecting Computer III, Dec., p. 42

Videotex, teletext

- — Las Vegas papers vie in public access videotex, July, p. 65
- — Viewtron plans Twin Cities launch, but Boston venture is dropped, Aug., p. 40
- — A-T Videotex of Tiffin, Ohio, drops user charges, Aug., p. 40
- — Public access videotex terminals installed at Bay Area Rapid Transit stations, Aug., p. 41
- — Viewtron announces additional expansions, Sept., p. 38
- — Pittsburgh residents to be offered videotex service paired with electronically transmitted local news, Nov., p. 46
- — Communications corporation combines public access videotex with coupons, Nov., p. 46
- — Cowles Media Co. launches public-access videotex venture, Nov., p. 46
- — Home videotex services developing slowly, but business uses gain wide acceptance, Nov., p. 49
- — Newspaper firms join phone company in videotex, Dec., p. 42

General

- — Star-Telegram is partner in home-banking service, July, p. 65
- — Canada loosens rules on cross-ownership, July, p. 74
- — ITT World Communications asks FCC for permission to discontinue its radio photo service to Caribbean and South America, Aug., p. 37
- — Newspapers using microwave systems tell FCC there's no reasonable alternative to transmitting in 12-GHz band, Aug., p. 37
- — Electronic system including feeds from local newspapers tested, Aug., p. 41
- — Registration still open for "Connections" workshop, Aug., p. 41
- — Journalism students show little new-tech interest, Sept., p. 27
- — FCC votes to adopt report concluding that the "fairness doctrine" no longer serves public interest, Sept., p. 35
- — Managing the new telecommunications technology, Oct., p. 39

- — FCC reviews its regulatory policy on provision of data processing and data communications services, Oct., p. 47
- — Knight-Ridder Newspapers creates "first computer graphics network," Oct., p. 47
- — Demonstration period for AD/SAT delayed, Oct., p. 61
- — Two FCC members denounce cross-ownership restrictions, Nov., p. 41
- — ANPA, others challenge FCC's fairness doctrine report, Dec., p. 38

TRAINING

General
- — Forty-one ANPA seminars scheduled for 1986, Sept., p. 56
- — Largest API seminar schedule includes budgeting, libraries, Nov., p. 57

TRANSPORTATION

Motor carriers
- — Van line purchase approved, July, p. 72
- — Greyhound franchises routes, July, p. 72

Railroads
- — Norfolk Southern issues warning on Conrail, July, p. 72
- — U.S. railroads in 1984 paid record low in loss and damage claims, July, p. 72
- — Number of U.S. railroads declined from 19th century to present, July, p. 72
- — Several U.S. railroads petition ICC to reconsider its order reasserting jurisdiction over boxcar joint rates, July, p. 72
- — Acquisition of Missouri-Kansas-Texas Railroad Co. announced, July, p. 72
- — Congress considers proposed Conrail sale to Morgan Stanley, Aug., p. 58
- — U.S. rails, UTU reach tentative accord, Aug., p. 58
- — UTU rejects labor agreement, Sept., p. 60
- — UTU may strike U.S. rails this month, Oct., p. 58
- — Conrail sale falters, Oct., p. 58
- — UTU, U.S. railroads have tentative pact, Nov., p. 62
- — Justice urges denial of rail merger, Nov., p. 62
- — Norfolk Southern issues warning on Conrail, Nov., p. 62
- — Contracts for rail shipping rise significantly, Dec., p. 46

General
- — St. Lawrence Seaway shipping hampered, Nov., p. 62

WORLD PRESS

FIEJ (International Federation of Newspaper Publishers)
- — FIEJ Management and Marketing Symposium to take place in Brussels, Belgium, Sept., p. 39

UNESCO
- — UNESCO conference results in little change in communications policy, Dec., p. 41

General
- — The battle for press freedom rages in the Philippines, July, p. 22
- — UPI correspondent's detention is reminder of Lebanon dangers, July, p. 57
- — Equipment sought for Caribbean newspapers, July, p. 57
- — Philippine radio station commentator shot and killed, July, p. 57
- — AP-Dow Jones News Services correspondent ordered to leave Bahrain, July, p. 57
- — Reuters correspondent ordered to leave Iran, July, p. 57
- — Inter American Press Association scholarship program given boost by $100,000 challenge grant, July, p. 57
- — Restricting newsprint flow is a form of censorship in some countries, Aug., p. 12
- — Licensing issue reaches Inter-American court, Sept., p. 39
- — Lebanese operations manager of ABC News released after kidnap in Beirut, Sept., p. 39
- — Editor of English-language newspaper critical of Philippine government shot to death, Sept., p. 39
- — British Broadcasting System agrees to air documentary on Northern Ireland after one-day journalists' blackout, Sept., p. 39
- — Owner, publisher, reporters of Athens newspaper get jail sentences for libel, Sept., p. 39
- — Only in Great Britain and Switzerland is press as free of government interference as it is in the U.S., Sept., p. 45
- — Press licensing arguments heard, Oct., p. 45
- — Firms donate newsprint to LaPrensa, Oct., p. 45
- — Panama's LaPrensa struggles against political tumult, Nov., p. 18
- — Upholding democracy in Panama with a free press, Nov., p. 19
- — IAPA issues mixed report at General Assembly, Nov., p. 43
- — Red Cross starts journalists' hotline, Nov., p. 43
- — Body of Phoenix reporter killed in Afghanistan not yet recovered, Nov., p. 43
- — Human Rights court decries licensing of journalists, Dec., p. 40
- — Malaysia begins including journalists in its enforcement of Official Secrets Act, Dec., p. 40
- — LeMonde appeals to readers to raise $1 million to keep newspaper operating, Dec., p. 40
- — Curbs imposed on South Africa coverage criticized by U.S. media, Dec., p. 41

ANPA

ings will be held by the Subcommittee on Health and the Environment of the House Energy and Commerce Committee.

The Heart Association called for a ban on tobacco advertising in mid-November. It is part of a coalition with the American Lung Association and the American Cancer Society that is seeking the hearings. U.S. Surgeon General C. Everett Koop also is supporting an advertising ban.

William Kloepfer Jr., senior vice president of the Tobacco Institute, an association of manufacturers of tobacco products, said the pending legislation and the AMA resolution result from a "notable lack of understanding" of the role of cigarette brand advertising. He said the objective is to sell specific brands of cigarettes.

"There is no evidence in academic studies, in surgeon general reports or anywhere else that I know of that brand advertising serves to make non-smokers become smokers," he said.

In countries where there is no cigarette advertising, or where it has been discontinued, there has been the same kind of "modest increase" in cigarette consumption as in markets where advertising is permitted, he said.

Kloepfer added that the measures should be looked at for their potential to create a "terrible precedent."

"Despite how anyone feels about cigarette smoking, I think one's attitude towards cigarette smoking should become secondary to an examination of this precedent question," he said. "If measures such as Bradley's or the AMA's were to succeed, the simple question is, 'What's next?'"

—*Margaret Genovese*

Senate passes 'smokeless' warning

The Senate Dec. 16 approved a bill to require health warnings on packages and advertising of smokeless tobacco products.

S 1574, which passed on a voice vote, would require the display of one of three warning statements in print advertising. "Warning: This product may cause mouth cancer," "Warning: This product may cause gum disease and tooth loss," or "Warning: This product is not a safe alternative to cigarettes." The statements would be rotated every four months.

A similar bill, HR 3510, was approved by the House Health Subcommittee in October [presstime, Nov. 1985, p. 43]. That bill, which is awaiting action by the full Energy and Commerce Committee, also would ban smokeless tobacco advertising in the electronic media. ☐

LEGISLATIVE NOTES

• Before passing a bill on the "Superfund" Dec. 10, the House of Representatives deleted a provision for a manufacturers excise tax to finance the cleanup program for hazardous waste sites.

ANPA and other publishing organizations had protested that the excise tax would be a **"value-added tax on information"** [presstime, Dec. 1985, p. 39].

The bill now goes to a House-Senate conference committee, along with a Senate bill that contains the excise tax.

• The tax revision bill passed by the House Dec. 17 would make no change in the law regarding the business **deduction for newspaper circulation expenses** [presstime, July 1985, p. 55].

ANPA staff is studying other ramifications of the proposed massive overhaul of U.S. tax law.

• ANPA Dec. 16 wrote to members of a House-Senate conference committee urging that the Federal Trade Commission not be allowed to **regulate advertising on the basis of "unfairness."**

The committee will reconcile differences between a Senate bill that would deny the FTC authority to issue rules on unfair advertising and a House bill that contains no such prohibition [presstime, Sept. 1985, p. 36].

REGULATIONS

Newspapers advised to switch microwave band

ANPA Dec. 4 advised newspapers operating microwave systems in the 12-gigahertz band to make every effort to relocate to another band in the radio spectrum.

The Federal Communications Commission has reassigned priority status in the 12-GHz band to direct-broadcast satellite service.

"While sympathetic to the difficulties newspapers are encountering in attempting to relocate, the FCC remains committed to DBS," said ANPA Assistant General Counsel Claudia M. James.

The FCC Nov. 27 denied an Association-supported petition to extend the 1988 relocation deadline to 1993 [presstime, Aug. 1985, p. 37]. ☐

COURTS

COURT BRIEFS

• The Kansas Supreme Court Dec. 6 ruled 5-2 that preprinted advertising inserts in newspapers are **not subject to the state's sales tax** because they are part of the newspaper, which as a unit is subject to the tax.

"Advertising, whether run of the press, preprinted supplements provided by the newspaper or preprinted supplements provided by the advertisers, is a component part of the newspaper," said Justice Richard W. Holmes.

The case dates from 1980 when K mart challenged an assessment on preprints.

• The San Jose (Calif.) Mercury News is being sued in Santa Clara County Court for wrongful death in the case of a child who allegedly **suffocated after putting a plastic newspaper wrapper** over his head.

The child's family claims the newspaper violated a part of the California Business and Professions Code that requires a cautionary label to be placed on plastic bags used for delivery of goods to consumers if the bags are less than one mil (.001 inch) thick and large enough to fit over a child's head.

• U.S. District Judge Edward C. Reed Nov. 18 **dismissed a $6-million libel counterclaim** filed by McClatchy Newspapers against U.S. Sen. Paul Laxalt (R-Nev.) [presstime, May 1985, p. 6].

• An Oklahoma state judge ruled Dec. 13 that The Wall Street Journal may be printed and circulated in Oklahoma even though the newspaper contains liquor advertising and Oklahoma has a law **banning alcoholic beverage advertising**.

Dow Jones & Co. had sought the ruling from District Judge James B. Blevins because it plans to build a printing plant in Oklahoma City [presstime, Nov. 1985, p. 42].

• ANPA has filed **friend-of-the-court briefs** in two cases before the U.S. Supreme Court. They are *Press-Enterprise Co. v. Superior Court of Riverside County, Calif.*, and *Posados de Puerto Rico Associates v. Tourism Co. of Puerto Rico* [presstime, Nov. 1985, p. 42].

State issues aired at annual NAM Legislative Conference

Communications between state, regional and national newspaper organizations were strengthened during an intensive, day-and-a-half meeting in December where more than 20 topics affecting newspapers were reviewed.

Thirty-five organizations were represented at the third annual Legislative Conference of the Newspaper Association Managers. ANPA served as host for the event at The Newspaper Center in Reston, Va.

"It's the only time of year we get together to tip off others to pending legislation" in particular states, said NAM President R.E. (Reg) Ivory. State legislatures are continually getting bills that would affect newspaper advertising and circulation, added Ivory, executive director of the Inland Daily Press Association in Chicago.

"The horrendous things that come up in state legislatures scare a person," commented Linda I. Falkman, manager of the Minnesota Newspaper Association.

Falkman said that besides the exchange of information, she was pleased with the conference handout material—which weighed 3.5 pounds—covering postal matters, restrictions on the advertising of alcoholic beverages and lotteries, antitrust issues, video display terminals, the Freedom of Information Act, libel, legal notices, taxes, newsracks, telecommunications and the federal government's new hazard communication standard.

From the information gathered at the conference, she commented, "You know exactly where to go to get help."

As an indication of what can be expected to arise in other states, Morley L. Piper, executive director of the New England Newspaper Association in Salem, Mass., noted that the Maine Lung Association is seeking a ban on cigarette advertising in that state's newspapers by May 7, 1986.

Another warning of what states can expect in the way of legislation was given by Richard D. Shelton, executive director of the Florida Press Association. He noted that measures that would restrict regular telephone solicitations and solicitations by sequential dialing have been defeated twice in the Florida Senate, but another bill "will be coming back next session." Such legislation is of particular concern to large-circulation dailies and their campaigns to solicit subscriptions, he said.

Also in the circulation area, ANPA's director of telecommunications affairs, Kathleen Criner, said audiotex "dial-up" technology is developing to the point where it could be used to sell newspaper subscriptions.

NENA's Piper discusses cigarette ad ban sought in Maine.

In a discussion of VDT legislation, Paul R. Conrad, executive director of Allied Daily Newspapers in Tacoma, Wash., said his association has joined a VDT coalition in Washington state.

"A lot of organizations are involved," he reported, and they have "a lot of legislative contact." It is important to remind legislators how VDT legislation would affect state government in terms of costs and taxes, because the machines are widely used in government, said Conrad, who served as conference moderator.

Participants were given a preview of a new, eight-minute videotape, "VDTs in the News," developed by the Center for Office Technology in Washington, D.C. COT Executive Director René Ross said the educational film will be available to newspapers. Ross also noted that COT is working with state VDT coalitions and will hold a seminar Jan. 23 in New York City cosponsored by the New York State Publishers Association.

When legislation to regulate VDTs is defeated at the state level, organizations supporting regulations on their use may go to city councils in large cities, warned ANPA Assistant General Counsel Claudia M. James.

In the libel area, several speakers noted a move in some states to enact legislation that would eliminate punitive damages and put a cap on attorneys' fees. A show of hands indicated that only two of the association managers had been involved in libel legislation in their states in the past five years.

The attendees also heard David R. Gergen, managing editor/news for U.S. News & World Report magazine, discuss the relationship between the press and the federal government in Washington.

Gergen, who is a veteran of three Republican White Houses—serving most recently as communications director for President Reagan in 1981-83—asked, "How can the lonely print reporter get representation" in light of the overwhelming presence of the TV networks. One way, he said, is for newspapers to bring in their "heavyweights" from the home office "to deal with the power brokers in this city."

"Publishers back home should give more support" to their Washington bureaus, he said. *—Clark Newsom*

The parade to USA WEEKEND continues... circulation is now 13,208,466 strong!

The parade to USA WEEKEND began just 18 weeks ago when Family Weekly became USA WEEKEND. The parade has continued to grow, from major market to major market. USA WEEKEND's circulation now exceeds 13.2 million, more than Family Weekly ever had in its 32 year history. In record numbers, readers and advertisers are joining the parade to USA WEEKEND.

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THE NEW FAMILY WEEKLY

Getting older

ANPA nominates Cape Town editor for Golden Pen of Freedom

The ANPA Board of Directors has nominated Anthony Heard, editor of The Cape Times in Cape Town, South Africa, for the 1986 Golden Pen of Freedom.

The annual award for outstanding contributions to press freedom will be presented in May at the 39th Congress of the International Federation of Newspaper Publishers in Lisbon, Portugal, after the FIEJ board makes its selection from among various nominations in January.

Heard faces a possible three-year prison sentence for violation of a government law against reporting on a "banned" person, one who is not allowed to speak, write, travel or appear in public. The reporting was based on an interview Heard conducted in London with banned person Oliver Tambo, a leader of the outlawed African National Congress political party.

"In the interview, Tambo issued a non-strident appeal to the Botha government to negotiate peaceful solutions to the country's growing racial strife. The government's response was to arraign editor Heard on criminal charges," said Jerry W. Friedheim, executive vice president of ANPA, in the nomination letter submitted on behalf of the Board.

"We feel that award of the Golden Pen to editor Heard will focus appropriate public attention on South Africa's practice of 'banning' persons—a practice wholly inimical to the concepts not only of press but of individual freedoms," he said. "Further, it will recognize Heard's courage in publishing newsworthy information in spite of the government's law."

Heard, who was arrested Nov. 8, faces a court hearing this month after a postponement Dec. 9 [presstime, Dec. 1985, p. 41].

The Cape Times interview came less than a week after the latest in a series of South African press bans—this one against photographing demonstrations against the government's racial-segregation policy known as apartheid. Since Nov. 2, print journalists have been required to have police escorts to cover such events.

AP

Heard leaves Cape Town court after his arrest.

In mid-December, several television crews were roughed up and detained briefly by South African police during an otherwise peaceful funeral procession in the black township of Mamelodi.

A native South African, Heard began work at the Cape Times while he was still a student at the University of Cape Town in the 1950s. Now 48, he has been editor of the paper since 1971.

The Cape Times, the oldest daily newspaper in South Africa, was founded in 1876.

If chosen for the Golden Pen, Heard would be the third South African journalist to receive the award. It was presented to Percy Qobozo and Donald Woods in 1978.

Last year's Golden Pen went to Joaquin P. Roces, former publisher of The Manila Times [presstime, June 1985, p. 58]. ☐

Low to succeed Neuharth on FIEJ board

A Massachusetts newspaper executive has been selected to represent ANPA on the board of the International Federation of Newspaper Publishers.

He is K. Prescott Low, president and publisher of The Patriot Ledger in Quincy. Currently ANPA secretary, Low was selected by the ANPA Board of Directors.

His six-year term on the federation's board will begin at the 39th FIEJ Congress in Lisbon, Portugal, in May. He will succeed Allen H. Neuharth, chairman and chief executive officer of Gannett Co., who is currently FIEJ first vice president. ☐

Journalists assess Britain's withdrawal from UNESCO

Western journalists say the latest defections from UNESCO should not significantly harm efforts to monitor the organization for moves that could affect press freedom around the world.

Having learned to operate without the powerful presence of the United States within the international forum in the past year, free-press groups are predicting little real change in their relationship to UNESCO after the British departure Dec. 31. At UNESCO, they work through their own status as (non-voting) Non-Governmental Organizations; outside the organization they have expanded their own projects with private funding.

Meanwhile, the United Nations agency is struggling with a budget reduced by nearly one-third.

"The International Press Institute is not greatly affected" by the pullouts, said IPI President Richard Leonard. "We are still fighting against the 'new world information order' provisions in UNESCO and elsewhere, and we are still active in practical projects that will aid journalists," said Leonard, who is senior vice president and associate editor of The Milwaukee Journal.

For example, this month IPI will cooperate with the International Project for Development of Communication to send Chinese journalists to a Tokyo conference of editors. IPDC was established by UNESCO to improve communication systems, particularly in developing countries.

Nebraska newspaper executive Harold W. Andersen, who chairs the World Press Freedom Committee, agreed that "we can help build practical programs without getting into irreconcilable conflict [in UNESCO] over how the media can be used by governments." The president of the Omaha World-Herald Co. also said the British withdrawal "adds pressure on UNESCO to move from contentious, philosophical . . . debates to more practical programs."

Joseph P. Rawley, chairman of the International Press Telecommunications Council, predicted only "very minor alterations or changes" in dealings with UNESCO. Rawley is co-publisher and general manager of The High Point (N.C.) Enterprise.

Most say it is too early to assess the full impact of Britain's action. "We'll just have to see" if it will "diminish, maintain the status quo, or increase assistance to Third World journalism," said George Krimsky, executive director of the Center for Foreign Journalists, a Reston, Va.-based organization that does such work with private funds. ☐

In-county rates jump 50%, another increase in '86 possible

Newspapers setting budgets for 1986 have had to factor in a relatively large percentage increase for at least one of their costs this year: in-county, second-class mail.

Rates for "preferred" mail such as newspapers with destinations in the county of publication increased about 50 percent Jan. 1 by order of the U.S. Postal Service Board of Governors.

There was the possibility in late December that the rates could go up even more later in 1986.

The Jan. 1 hike in preferred-mail rates—which are subsidized by Congress—was larger than what has been normal recently because it represents an increase from step 14 to step 16 on the 16-step phased-rate-increase schedule instead of the regular one-step annual increase of past years.

The reason for the governors' two-step action was that Congress did not appropriate enough money to hold the increase to step 15. Instead, Congress granted a "full-phased" amount of $748 million in a stop-gap funding measure that might carry over for the rest of the current fiscal year [presstime, Dec. 1985, p. 42].

The reason that rates could go up again later in the year is that the governors based the new rates effective Jan. 1 on the expectation that Congress would appropriate $820 million in the postal subsidy known as "revenue forgone." That was $72 million more than Congress subsequently agreed upon Dec. 19. Previously, Board of Governors Chairman John R. McKean had said that if the revenue forgone appropriation were less than $820 million, "we would expect to revisit this issue at a later date and consider whether any further action may be necessary."

Postal experts in late December refused to speculate on what the eventual outcome might be. W. Terry Maguire, ANPA vice president and general counsel, said the funding issue is "in extreme flux."

In addition to in-county newspapers, preferred mail includes newspapers with fewer than 5,000 copies mailed outside the county of publication, certain third-class nonprofit mail such as church bulletins, fourth-class library mail and certain other mailable matter.

Operating costs that were subsidized under terms of the phasing schedule are one of two types of costs covered by revenue forgone for preferred mail. The other kinds are institutional, or overhead, costs.

ANPA pointed out in a postal "alert" to newspaper executives that if Congress should decide in the future to cease or diminish appropriations to cover overhead costs, preferred rates could rise again.

Jan. 1 rate changes applicable to in-county newspapers are:

- Per-pound rate, from 5.8 to 7.9 cents
- Per-piece rate, 3.3 to 4.3 cents
- Per-piece rate for pieces presorted to the carrier-route level, 1.5 to 2.5 cents.

Appeals court upholds rate-case decision

The 2nd U.S. Circuit Court of Appeals has upheld current postal rates that became effective last February, saying rate-making authorities used proper procedure to arrive at them.

The court rejected arguments of ANPA and others that the rates were decided on insufficient evidence. The Association claimed, among other things, that the Postal Rate Commission failed to provide an adequate explanation of the rationale for its allocation of U.S. Postal Service overhead costs.

The court said Dec. 3 that the actions of the commission and the USPS governors met all legal requirements.

"We may not substitute our judgment for that of the agencies designated by law to carry out" the rate-making function, the court added.

It rejected ANPA arguments relating to detached address labels, which are used in mailing advertising flyers as one piece of third-class mail. The Association had asked the rate commission to recommend that a separate charge be imposed for those postcard-like labels. The commission refused on the grounds that consideration of the matter might take too much time for purposes of the general rate case before it.

The appeals court, without ruling on the legality of detached labels, said the commission "properly exercised its discretion."

ANPA was one of five petitioners in the case. In late December, the Association had not decided whether to make a further appeal.

One of the petitioners, the Alliance of Nonprofit Mailers, Dec. 17 asked for a rehearing.

UTU ratifies pact with railroads

The possibility of a rail strike was averted when the United Transportation Union ratified a tentative settlement with U.S. railroads. More than 72 percent of UTU members approved the contract.

Among its provisions is a 10.5-percent increase in wages over the life of the contract, which runs until June 30, 1988. The settlement also adopts recommendations from a Presidential Emergency Board that suggested eliminating fireman positions by attrition.

Also, the Brotherhood of Locomotive Engineers in late December reached a tentative settlement with the nation's major railroads on a contract giving its 25,000 members pay increases averaging about 10.5 percent over the next two and a half years.

Under the contract, the daily wage of a freight train engineer would increase to $118.90 on Jan. 1, 1988.

CSX announces restructuring

CSX Corp. of Richmond, Va., the railroad and natural resources company, has announced a major restructuring that will include a 12-percent reduction in railroad employment through use of an accelerated attrition program.

Realignment will include breaking CSX into four strategic areas: transportation, technology, energy and properties.

Track sale discussed

The parent company of the Illinois Central Gulf Railroad is negotiating the sale of a 314-mile portion of its trackage to a group of investors in a deal that could be worth about $125 million.

The track runs from Meridian, Miss., to Shreveport, La. For years, IC Industries has been trying to sell its railroad properties.

Seaway repaired

Shipping along the St. Lawrence Seaway resumed after repairs were made to one of the locks in the Welland Canal. The seaway links the Atlantic Ocean with the Great Lakes [presstime, Nov. 1985, p. 62].

The closing cost shippers about $1 million per day in operating losses.

ABC foes have little support among ad, agency members

David K. Braun

Sonja Larson

If newspapers dropping out of the Audit Bureau of Circulations think ABC will accede to all their demands, their chances appear to be about nil.

In mid-December, a presstime telephone poll of advertiser and ad-agency members of the ABC board and its advisory committee on newspapers turned up no takers for two proposals being advanced by anti-ABC elements in the newspaper industry: counting bulk sales as general circulation and auditing readership as well as circulation.

Responding to questions were 10 of the 19 advertiser or ad agency members of the board, two of whom also serve on ABC's Newspaper Buyer Advisory Committee.

Also interviewed were two non-board members of that eight-person committee—Chairman Sonja Larson, senior vice president of Target Stores, and Jack Cohen, vice president and director of print media buying for Doyle Dane Bernbach.

The current tumult over ABC stems from the withdrawal over the past two months of 15 papers from the organization, all but one of them—The Globe and Mail of Toronto—owned by Gannett Co. Following the Canadian pullout were the Democrat and Chronicle and the Times-Union of Rochester, N.Y. [presstime, Dec. 1985, p. 43], the Des Moines Register and the 10 dailies and one weekly that make up Westchester Rockland (N.Y.) Newspapers.

After these withdrawals, Gannett announced plans to organize an alternative service. "There is no rule that says there can be no more than one auditing organization," said Vincent E. Spezzano, publisher of the Rochester dailies.

Discussions are already under way with private firms "doing readership research or auditing," he said. "What we need to do is not start a new company. What we need to do is go to credible companies that are already in the business of providing information."

Spezzano said he is "pretty confident there will be others in and out of Gannett (leaving ABC) once they realize there might be an alternative."

Advertiser and agency members of the ABC board reacted harshly to the withdrawals.

Cohen of Doyle Dane Bernbach characterized the behavior of departing papers as that of children who don't get their way: "I'll take my ball and bat and go home." Calling ABC "the backbone of the credibility of auditing of newspapers," he predicted: "Chaos is what we'll have if they pull out."

ABC itself was formed out of chaos in 1914, when advertisers made it clear to publishers that they wanted to be able to verify circulation figures [presstime, Nov. 1984, p. 12].

As emphasized in the interviews, advertisers and agencies use readership data from a variety of sources but rely on ABC to provide a verified circulation base.

"It's pretty clear from our standpoint that circulation is the bedrock of knowing what we get for our money in printed media, and auditing in a consistent reliable and comparable fashion from a single source is the best way to get that information," said newly elected ABC Board Chairman David K. Braun, director of media service for General Foods.

Answering his own rhetorical question—"Would a private audit from any reputable, reliable audit firm suffice?"—Braun said: "My answer is 'No.'"

Retail advertisers, who in the aggregate account for the majority of newspaper ad-

Keil urges defectors to reconsider

Expressing "disappointment" at recent defections from the Audit Bureau of Circulations, President and Managing Director M. David Keil has circulated a letter to more than 3,600 advertiser, agency, and daily and weekly newspaper members of the bureau.

The best interests of all concerned would be served if the newspapers that have resigned would reconsider, Keil said in his Dec. 18 letter. Addressing three major issues, he said:

- **After more than two years of discussion, the bureau's board of directors in November 1984 gave "overwhelming approval" to a policy statement against ABC involvement in audience or readership research. That statement pointed out that "other established nonprofit tripartite associations in the United States and Canada currently function for the purpose of establishing and reviewing survey-based audience research, and that numerous private companies currently offer a variety of audience research services." The policy statement "reaffirms the Audit Bureau's primary mission of reporting and verifying the circulation information of member publications."**
- **The subject of "bulk sales," or sales in quantities of 11 or more, is currently before an ABC committee. After lengthy review ending in June 1983, a questionnaire "revealed no consensus on the issue among ABC newspaper publisher members, but ABC did receive a very strong expression from retail advertiser members that the Bureau should make no change in the manner in which bulk sales are currently reported." Current discussion focuses on "the possibility of establishing separate standards for national newspaper membership."**
- **The ABC board recently acted "to include a limited number of subscriptions, purchased by a prison or institution for use in its educational programs, in paid circulation as school sales." This action "followed a long-standing practice of the Audit Bureau of supporting established" ANPA Foundation Newspaper in Education programs."**

vertising, were particularly adamant about the need to separate bulk sales from paid circulation.

"Airline copies or hotel copies or complimentary copies have value to the Coca-Colas or the IBMs of the world, but not to the retailer who is trying to sell the item the next day," said James F. Boynton, manager of media services for J.C. Penney, one of newspapers' largest advertisers.

"If you allow every newspaper to do that (count bulk sales with paid circulation), it could cost Target (Stores) millions of dollars a year . . . which is why we are so concerned with paid subscriptions," said Larson of the Minneapolis-based chain. Target places about 75 to 80 percent of its advertising in newspapers.

At the same time, many advertiser and agency executives said they were open to giving special consideration to USA Today and its advocacy of counting the national daily's bulk sales as regular paid circulation—not in a separate category as is current ABC policy.

"I think the treatment of bulk for USA Today is an open question," said Michael D. Moore, senior vice president of the Benton & Bowles advertising agency. "I think it is entirely appropriate to look at USA Today as a publication distinct from (other) daily newspapers, and I believe the ABC will be considering the prospect of considering what is called a 'national newspaper category.'"

With USA Today's request for counting bulk sales as part of overall paid circulation now under consideration by an ABC committee, many of those polled see a rule change only if it is coupled with the creation of such a new category.

"Bulk has a connotation of 'not as good as,' but that's not true (with USA Today)," said John J. Meskil, executive vice president for media and administration for Warwick Advertising. "However, if you allow Gannett to throw it in and not reclassify it, then you are allowing local newspapers to do it, and that would be a big mistake."

He added, "We want all the data broken out separately so we know what's what."

While advertisers and agencies appeared willing to consider exceptions for USA Today on the issue of bulk sales, there was no sign of bending so far as to encourage ABC measurement of readership.

"It is ludicrous . . . to ask an auditing company to do anything with audience research when the industry itself can't agree," said Joseph W. Ostrow, executive vice president and director of communications services for Young & Rubicam. "It is an entrepreneurial area where research companies sell their own products, and their products are quite different. Even the ARF (Advertising Research Foundation) has difficulties coming up with guidelines, so it is absolutely silly to consider (that) as part of the perspective of the ABC."

Many are open to giving special consideration to USA Today on bulk sales.

Advertisers and agencies agreed they use readership data in deciding ad placement, but they were unanimous that ABC should stick to its specialty—circulation.

"We want basically what ABC has been providing," said Dan F. Pearson, director of media for R.J. Reynolds Industries, one of newspapers' primary advertisers.

Readership profiles, said Pearson, "can be derived from any number of research departments, using any number of techniques. But ultimately, they are based on a sample, and that sample is projected against something—and that's circulation. If there is no substantiation of what that sample is, then you've got nothing."

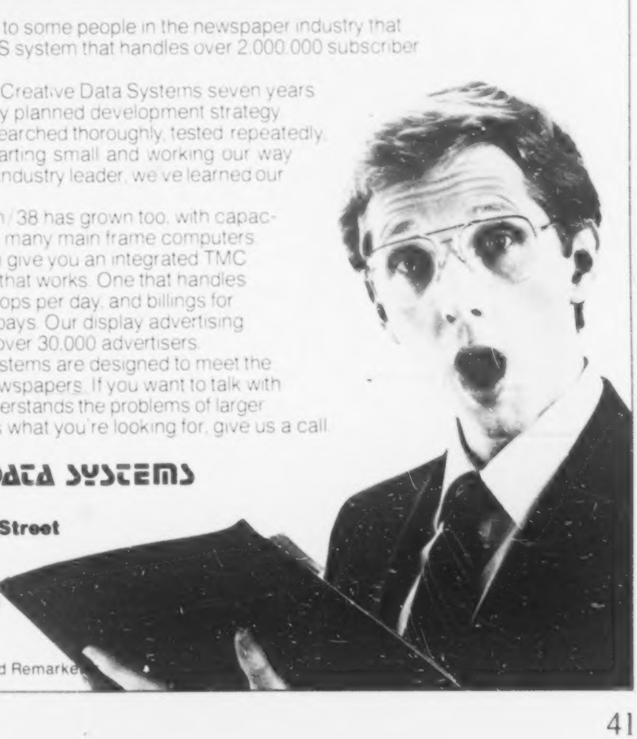
As for the end results of the recent withdrawals from ABC—whether those papers will find themselves pulled out of ad schedules—executives polled were non-commital on specifics, but they were clear that lack of ABC-certified audits would not go unnoticed.

"We have had a policy: We seek to put our advertising in media we can document the delivery of," said Braun. "How we will respond to it, I don't know, but I can assure you we are studying it."

"Right now, we only buy ABC-audited (daily) newspapers," said Meskil. Implying that the ball was in the exiting papers' court now, he said, "It's not what we're going to do, it's what they're going to do to document the circulation."

"It could backfire," he said.

—Marcia Ruth



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Unusual range of economic factors faces newspapers in 1986

BY CRAIG C. STANDEN

As we enter 1986, the job of predicting what will happen to the American economy, and to the newspaper advertising business, is even chancier than usual.

A few months ago, many economists were saying that the current, three-year expansion would slow in 1986. Lately, of course, we've seen some reasons to be more optimistic. Interest rates have shown a persistent downward trend, OPEC has announced the end of its price support policy, and the Dow Jones industrial average (generally a reliable leading indicator) has reached unprecedented highs.

Craig C. Standen

Nevertheless, the consensus among forecasters points to a 10-million passenger-automobile year, housing starts in the 1.75 to 1.85-million range, a 7-percent unemployment rate and continuing high real interest rates. A year, in other words, of relatively slow growth.

In addition, government action (or lack of it) in three key fiscal areas—the budget deficit, the international balance of payments, and the scope and nature of tax reform—could have an important effect on industrial investment and consumer spending, one way or the other. But which way?

All in all, newspaper managements are confronted with a wider range of possible economic conditions than they ordinarily face. Let's take a closer look.

Early in December, Robert Coen of the McCann-Erickson advertising agency predicted an 8-percent growth in total U.S. advertising expenditures in 1986, and about the same increase for print media—6.5-percent for national and 8.5-percent for local advertising, which includes retail and classified. This would be slightly above his predicted growth of 6.9-percent for the gross national product in 1986 and of 7-percent for newspaper advertising rates.

I'd like to share with you some of our expectations, both in terms of problems and opportunities, for the coming year.

Retail. Alfred Eisenpreis, our vice president for retail marketing, sees some areas of concern: weaker auto sales, a very low savings rate and high consumer debt, and no more than moderate growth in consumer income. But he also notes that retailers' inventories are healthy and that there is considerable unused industrial capacity.

Because spring 1986 retail ad budgets were set when retail sales forecasts were bearish, Al expects that growth in newspaper ad expenditures will be slowest in the first quarter and will gradually rise after that.

"1986 will put a premium on practical marketing ideas," Al recently wrote in a letter to newspaper advertising and marketing directors. He outlined six such ideas newspapers can use to increase retail linage: the National Floor Show (April 18-27), the Outstanding Mother contest (April), the Father of the Year contest (May), the National Bedding Sale (June 6-16), Footwear Week (Sept. 21-28), and the National Furniture Sale and Sweepstakes (Sept. 26-Oct. 6). If you'd like a copy of Al's letter, write or call him at the bureau.

Automotive. Val Corradi, the bureau's automotive expert, expects that total automotive sales will drop from about 15.5 million units in 1985 to about 15-million next year, with almost all of the decrease coming from a smaller number of car sales. He reports that automotive advertising in newspapers was up 38-percent for the first nine months of 1985, but that the prospects are for more modest increases in 1986.

Increases in spending are most likely to come from factory and dealer association advertising, reflecting the intense fight for market share as import restrictions end and new brands from Korea and Yugoslavia come into the U.S. market. "The factories are going to have to do more advertising, even if sales are off, just to hang on to their shares," says Val.

> *Growth in retail ad expenditures will be slowest in the first quarter and will gradually rise after that. In national, we can have another pretty good year because it's going to be a very competitive market.*

National. Despite a major drop-off in tobacco advertising, national had a strong year in newspapers, with a gain of 9.5-percent in expenditures for newspaper advertising in the first nine months, helped by the big increase in automotive noted above. And even though we expect much smaller increases in automotive, Mac Morris, our vice president for national sales, thinks we can have another pretty good year because it's going to be a very competitive market—for car makers, for airlines and other travel and transportation advertisers, and for financial and telecommunications companies.

In addition, personal computer advertising should come back strongly in 1986, and the rapidly growing market in health-care advertising should help swell the total.

Classified. Classified has led the newspaper advertising business in growth for the past three years, and it should continue this leadership with another double-digit gain in 1986, according to Eric Anderson, the bureau's vice president for classified sales. The real estate and automotive categories should be helped by lower current interest rates, and the ongoing corporate need to recruit highly qualified specialists will continue to buoy employment classified.

Classified revenues will also be helped by the increasing use of remote-entry computer terminals by agencies and advertisers. This not only makes classified easier to use and cuts down on errors, it also has enabled newspapers to close their classified sections later and thus increase the number of ads that run.

Political advertising. Special mention should be made of the important opportunities for newspapers provided by the

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Standen, president of the Newspaper Advertising Bureau in New York City, is a regular contributor to presstime.

1986 elections. In non-presidential election years, 99-percent of political advertising is done at the *local* level. With broadcast rates soaring, newspapers have another strong selling point with candidates and their advisers in addition to those featured in "How to Win Votes and Influence People," the bureau's presentation designed to sell newspaper advertising to those who influence media buying for political advertising, which I described in the October 1983 issue of **presstime**. If you're interested in what you can do to get a bigger share of those local political dollars, call Hank Dain of the bureau at (212) 704-4507.

Overall, we anticipate the economy will show real but slow growth in 1986 and beyond. There is no evidence that we are headed for a major recession.

To sum up, newspaper managements are confronted with a wider range of possible economic conditions than they ordinarily face. Perhaps the best plan for 1986 is to combine a basic tight financial plan with provisions for rapid expansion in specific areas and activities as indicated by changes in the economy.

Blair sells coupon business to major printing firm

There is a new player in the newspaper coupon insert business that promises to become a major force in an already highly competitive industry.

John Blair & Co. has sold its free-standing newspaper insert coupon business, run by the John Blair Marketing subsidiary, to Quad/Graphics Inc. of Pewaukee, Wis., a major printer of preprint advertising, national magazines and direct-mail catalogs.

Quad/Graphics, which has printed about 10 percent of Blair's coupon volume in recent years, intends to stick to the previously announced Blair insert schedule this year, a Quad/Graphics spokesman said. John Blair Marketing had planned to insert free-standing coupon supplements in newspapers on 20 Sundays this year, the same number as in 1985.

The 1987 schedule will be announced in a few months, the spokesman said, adding that his firm intends to operate aggressively in the field.

In another development in the couponing industry, Valassis Inserts, one of the largest newspaper coupon insert companies, already has responded to the new competition from Quad/Graphics by announcing it will expand by four dates its newspaper insert schedule for the second half of this year. The change, which Valassis officials said is intended to fill voids caused by "many changes over the past year" in the industry, will bring the dates to 33 for 1986.

Valassis officials said the company expanded printing operations in Livonia, Mich., Durham, N.C., and Wichita, Kan., before adding the four new insert dates. The dates are July 20, Aug. 3, Sept. 21 and Oct. 19.

Blair also announced John Blair Marketing has turned over its entire Network Mail operation to Advo-System Inc., another Blair subsidiary that together with John Blair Marketing make up the parent firm's Marketing Division.

Both changes are part of an overall restructuring program to restore Blair's profitability [**presstime**, Dec. 1985, p. 42]. Blair incurred financial losses after it acquired Advo in March 1984 and as it experienced "continuing problems" in the coupon insert business, the company said.

Harry V. Quadracci, president and founder of Quad/Graphics, said his company will invest more than $50 million in the new couponing activities "in anticipation of the growth" in that business.

"Our move into couponing and promotion offers us a tremendous opportunity," Quadracci said. "It gives us exciting new growth markets that will support both the expansion of our facilities and the introduction of new graphics technological advances."

Quad/Graphics said it will form a new marketing and promotion subsidiary to handle its new coupon business. The subsidiary will be based at John Blair's existing offices in New York City and will be headed by Paul Moschetti, who has been an executive of John Blair Marketing since its entry into the newspaper-insert business in 1972.

Regarding the Network Mail development, Advo said it will adhere to Blair's previously announced schedule of 14 mailings this year.

Blair noted that Advo originally developed the concept of a national direct-mail coupon program "to enable advertisers to benefit from the synergistic promotional effect inherent in combining Network Mail promotions with local retailers' circulars."

4As to evaluate impact of campaign to improve advertising's image

The American Association of Advertising Agencies is planning to evaluate the impact of a national campaign to improve the image of advertising. Over the past year, about 70 publications, including newspapers, have used ads on this theme distributed by the organization.

The 4As sponsored the campaign after a series of surveys showed public attitudes toward advertising and advertising professionals to be unfavorable. For example, a 1983 Gallup Poll showed 39 percent of the public ranked advertising professionals low in ethical standards.

The 4As committee on the image of advertising, which proposed the ads, is particularly concerned about the results of the association's own studies, which show public attitudes toward advertising eroding. Although those surveys were done between 1964 and 1974, more recent similar studies by other organizations corroborate the 4As earlier findings.

In the 4As surveys, 89 percent of those responding in 1964 and 1974 said advertising was essential, but those who said advertising "insults the intelligence of the average person" increased from 43 to 59 percent over the 10 years [**presstime**, Nov. 1985, p. 25]. During the same period, those who said advertising presents a true picture of products dropped from 54 to 46 percent.

Additional studies cited by the 4As show negative public attitudes traced more to broadcast advertising than to ads published in print media.

The ads were produced by the Minneapolis agency Fallon McElligott Rice.

NAB publication aids in ad design

The Newspaper Advertising Bureau has inaugurated a new quarterly publication, LAYOUT, to help newspapers with ad design.

Each issue will focus on a retail theme, such as restaurants, men's wear, sporting goods or the home video market. The first one is about shoes.

Newspapers that are members of the bureau receive copies automatically. For additional copies, contact Stephen J. Van Osten, vice president, retail sales development, NAB, 1180 Avenue of the Americas, New York, N.Y. 10036; (212) 744-4527.

Fellowships abundant, but status of long-term programs a worry

Faulkner biographer Joseph Blotner (left), professor at the University of Michigan, conducts seminar as part of Journalists in Residence program.

Mid-career journalism fellowships have never been more popular or plentiful, as reporters and editors seek additional training in specialized areas.

There are some new programs this year, most of which are financed by private foundations and directed at improving the quality of reporting in science, business or international affairs.

But there is also concern that the longer-term fellowships, those that enable a journalist to gain new perspectives from a full or academic year away from the job, are in trouble.

"Now I worry we are moving backwards instead of forwards," said Eugene Roberts, senior vice president and executive editor of The Philadelphia Inquirer.

Roberts and another Knight-Ridder Newspapers executive, David Lawrence Jr., publisher and chairman of the Detroit Free Press, have led the fight to save the Journalists in Residence program at the University of Michigan. The university had trouble replacing National Endowment for the Humanities grants that stopped two years ago.

"Specialized reporting [presstime, Dec. 1985, p. 6] is in jeopardy" if newspapers do not act to save such programs, said Roberts.

"There are only about 50 [journalists in long-term fellowship programs] in the country, and to let any of those go would be just terrible for the future of our business," said Lawrence.

Knight-Ridder and the John S. Knight Foundation offered three-year challenge grants for the Michigan program totaling $1 million—$250,000 and $750,000, respectively. Those were followed by additional grants of more than $1.5 million, many from other newspapers and newspaper foundations.

An additional $2.5 million is still needed to put the program on firm ground, said director Graham Hovey.

Three years earlier, the Knight Foundation contributed $4 million to an equivalent program at Stanford University, when it also lost NEH funds.

Without such support, other long-term fellowships disappeared during the 1980s. The Program in Religious Studies for Journalists at the University of North Carolina at Chapel Hill lost its Rockefeller funding in 1984 after more than a dozen journalists attended the half-year program over a three-year period. Princeton University's Sloane Program in Economics and Journalism, some of the graduates of which now head business sections of major newspapers, lost its foundation funding in 1980 after five years of operation.

In Canada, where the picture is similar, there are no Louis S. St. Laurent Fellowships for Legal Journalism this year, while the Canadian Bar Association seeks new foundation funding. Since 1974, these grants have paid tuition and up to $2,000 in monthly expenses enabling two Canadian journalists to attend a year of law school.

Despite concerns over this trend, the annual listing by presstime shows that a broad array of fellowships—ranging from two weeks to one year—remains for journalists working at newspapers [presstime, Jan. 1985, p. 54].

Liberal arts programs. Three programs emphasize immersion in a liberal arts program for a full academic year. They provide a mix of course work and special seminars.

Each of the three—Harvard University's Niemans, Stanford's Knights and the Michigan program—include 12 U.S. and a few foreign journalists. Tuition to university courses is free, and fellows receive stipends: $14,000 at Harvard, $18,000 at Michigan and $20,000 at Stanford. Deadlines are Jan. 31 at Harvard, March 1 at Michigan and Feb. 1 at Stanford.

For information, contact:

- Nieman Foundation, Walter Lippmann House, 1 Francis Ave., Cambridge, Mass. 02138; (617) 495-2237
- John S. Knight Fellowships, Department of Communication, Stanford University, Stanford, Calif. 94305; (415) 497-4937
- Journalists in Residence, University of Michigan, 2072 Frieze Building, Ann Arbor, Mich. 48109; (313) 763-2400.

Science and technology. Modeled on the 48-year-old Nieman Program, the 4-year-old Vannevar Bush Fellowships at the Massachusetts Institute of Technology are designed to improve the quality of writing on science and technology. About eight print and broadcast journalists audit courses at MIT, take part in special seminars and produce a report on individual research. They receive stipends of $18,000 for the academic year, plus $2,000 relocation allowance. Applicants should have at least three years of experience reporting in the field. Deadline is March 1. Contact Victor K. McElheny, Room E40-373, MIT, Cambridge, Mass. 02139; (617) 253-3442.

New this year is a fellowship at the Marine Biology Laboratory at Woods Hole, Mass. Five journalists will be funded for up to eight weeks for advanced graduate level courses and independent work with resident researchers in areas such as embryology, microbiology, neurobiology and parasitology. Contact George Liles, Public Information Office, Marine Biological Laboratory, Woods Hole, Mass. 02543; (617) 548-3705.

The Council for the Advancement of Science Writers is expanding its fellowship programs this year.

Continuing will be the four to six Nate Haseltine Fellowships of up to $2,000 to pursue graduate-level programs in science reporting, as well as two University Fellowships for journalists to work in the public information offices of a major research university in both medicine and science.

Deadline for the Haseltine fellowships is June 1. Contact William J. Chromie, Council for the Advancement of Science Writers, 618 N. Elmwood, Oak Park, Ill. 60302; (312) 383-0820.

A new offering from the council provides traveling fellowships for journalists to attend its annual New Horizons in Science briefings, which will be held at Texas A&M University in College Station next October. CASW also plans to offer writers-in-residence fellowships for journalists to spend several months in a scientific laboratory. Details will be announced by the council later this year.

The National Association of Science Writers offers two fellowships for a month at Duke University, one in the spring and one in the fall semester. Writers, who must have been members of NASW for five years, arrange independent study. The stipend covers tuition, expenses of $100 a week and travel equivalent to the distance from New York City to Durham, N.C. A Dec. 1 deadline has been extended for spring semester applications. Contact Diane McGurgan, NASW, P.O. Box 294, Greenlawn, N.Y. 11740; (516) 757-5664.

Aiming at both science and business writers, Carnegie-Mellon Fellowships provide tuition and a stipend for several experienced reporters and editors to attend graduate-level, executive programs in Carnegie-Mellon University's schools of management, engineering and science. Deadlines vary depending on programs selected. Contact Bernard P. Goldsmith, Carnegie-Mellon University, Box 10, Pittsburgh, Pa. 15213; (412) 578-8500.

Business and economics. Two university programs offer fellowships to mid-career journalists for a full or academic year.

The Walter Bagehot Fellowship Program in Economics and Business Journalism offers 10 experienced journalists an academic year of study at Columbia University. Open to both print and broadcast journalists with at least four years of work experience, the program includes regular university courses as well as special seminars. Fellows receive free tuition and a living stipend of $14,000. There is one minority fellowship. Deadline is April 4. Contact Mary Bralove, Bagehot Fellowship Program, Graduate School of Journalism, Columbia University, New York, N.Y. 10027; (212) 280-2711.

Jointly sponsored by the School of Journalism at Ohio State University and the Kiplinger Foundation in Washington, D.C., the Kiplinger Graduate Program in Public Affairs Reporting runs a full year. The 10 fellows must have at least three years' experience in the media and take the Graduate Record Examination by Feb. 1. They receive stipends of about $18,000, which includes tuition and living expenses, and receive a master of arts in journalism degree on completion of the fellowship. Deadline is Feb. 1. Contact John Wicklein, Kiplinger Program, School of Journalism, Ohio State University, 242 18th Ave., Columbus, Ohio 43210; (614) 422-2607 or 422-6291.

Gannett Fellowships in Asian Studies for Journalists
University of Hawaii
1986-87 ACADEMIC YEAR

OPPORTUNITY for up to six American journalists, preferrably mid-career, to broaden their knowledge of Asia through an academic year of Asian studies at University of Hawaii–Manoa.

COMMENCING August 15, 1986. Concluding May 31, 1987. Partially funded trip to Asia follows.

FINANCIAL SUPPORT: Stipend $15,250. Tuition and fees. Economy round trip to Hawaii from continental U.S. or comparable air fare costs. Portion of travel costs for Asia trip.

PROGRAM includes area and language study focused on a country or region of Asia. Some 400 courses with Asia-related content are taught at University of Hawaii.

DEADLINE: March 1, 1986.

ADDRESS for application forms: Gannett Fellowship Committee, Center for Asian and Pacific Studies, University of Hawaii, 1890 East-West Road, Honolulu, Hawaii 96822.

For those pursuing a master's degree in business or journalism on their own, a financial daily, American Banker, offers two $4,500 fellowships for graduate study in business or journalism. Fellows also get a paid summer internship at one of the paper's four offices--in New York City, Chicago, San Francisco or Washington, D.C. Deadline is March 14. Contact Joanne M. Bitterman or William E. Zimmerman, American Banker, 1 State Street Plaza, New York, N.Y. 10004; (212) 943-5714.

The Herbert J. Davenport Fellowships at the University of Missouri offer a month-long program in June to 20 journalists with about three years' experience. Deadline is April 1. Contact James K. Gentry, Business Journalism Program, School of Journalism, University of Missouri, P.O. Box 838, Columbia, Mo. 65205; (314) 882-7862.

Two, two-week programs specialize in banking.

The National Press Foundation offers seven fellowships to journalists for a two-week session at the Graduate School of Banking of the University of Wisconsin at Madison in August. Deadline is June 1. Contact National Press Foundation, National Press Building, Washington, D.C. 10045; (202) 662-7350.

The American Bankers Association offers two Hughes Fellowships to financial editors and reporters for a two-week session at the Stonier Graduate School of Banking at the University of Delaware in Newark, Del. Contact Barbara Scotland, American Bankers Association, 1120 Connecticut Ave. N.W., Washington, D.C. 20036; (202) 467-6698.

Law and public policy. For the 10th year, Yale Law School offers a master's of studies in law for up to five journalists. They take the regular law-school curriculum in the first semester and electives in the second. The stipend covers full tuition, but newspapers are encouraged to pay living expenses for their reporters. Deadline is Feb. 1. Contact Jamienne Studley, Yale Law School, Box 401-A Yale Station, New Haven, Conn. 06520; (203) 436-8890.

Two programs offer practical experience in government to a few journalists, along with other professionals.

The White House Fellowship program places 12-18 people at the senior staff level in the White House, cabinet departments or other government agencies. A salary range of approximately $50,000 is negotiated individually. Deadline is Nov. 15. Contact President's Commission on White House Fellowships, 712 Jackson Place N.W., Washington, D.C. 20503; (202) 395-4522.

The American Political Science Association includes a few journalists in its Congressional Fellowship Program of about 45 professionals. They receive $16,000 for the November through August program, combining jobs on Capitol Hill with APSA seminars. Deadline is Dec. 15. Contact Catherine E. Rudder, Congressional Fellowship Program, APSA, 1527 New Hampshire Ave. N.W., Washington, D.C. 20036; (202) 483-2512.

International. Two fellowships designed to strengthen U.S. newspapers' coverage of Asia are based in Hawaii.

The Jefferson Fellowships offer six U.S. editors an eight-week program in March and April. U.S. and Asian journalists share four weeks of study at the East-West Center; the other half of the fellowship provides Asian travel for U.S. editors and U.S. travel for the Asians. The stipend covers travel in Asia and a prorated equivalent of up to a $48,000 salary. Deadline is Oct. 1. Contact the curator, Jefferson Fellowships, East-West Center, 1777 East-West Road, Honolulu, Hawaii 96848; (808) 944-7324.

The Gannett Fellowship Program in Asian Studies at the University of Hawaii offers an academic year of study to six mid-career journalists. Deadline is March 1. Contact Gannett Fellowship Committee, Center for Asian and Pacific Studies, University of Hawaii, 1890 East-West Road, Honolulu, Hawaii 96822; (808) 948-8543.

Another Asian fellowship focuses on Japan. For the past 12 years, the International Press

- The Gannett Center for Media Studies invites applications for its 1986–87 fellowship program. Fellows will implement individual projects and participate in the general activities of the Center, which is an institute for the advanced study of mass communication and technological change.
- *Terms of fellowships:* Fellows will be in residence at Columbia University for three to 12 months. Stipend based on present salary, office space, clerical and research assistance and other benefits will be provided.
- *Types of fellowships:* Fellowships are designed to attract media professionals from print and broadcasting, scholars from communications and mass media disciplines as well as from other academic fields. Twelve to 15 fellowships will be awarded.

Fellowships

- *Application procedure:* Applicants should submit a letter of application, a brief summary of their project, a resume, references, and publications or work samples. Applications are due February 1, 1986; appointments announced in March 1986.
- *Selection criteria:* Appointments will be based on (a) the proposal's significance and quality (b) the applicant's ability to carry out the work and (c) relevance of the project to the resources of the Center and its New York location.
- *Requirements for fellows:* Fellows must be in full-time residence and not engage in outside employment or consulting. Participation in weekly seminars and dissemination of fellowship projects is required.
- *Apply to:*

Residential Fellowship Program
Gannett Center for Media Studies
Columbia University
2950 Broadway
New York, New York 10027
(212) 280-8392

Residential Fellowship Program

Gannett Center
for Media Studies

A Gannett Foundation Program at Columbia University

Institute and the Japan Newspaper Publishers and Editors Association have sponsored an annual three-week exchange of 10 U.S. and 10 Japanese journalists, with scheduled travel and interviews. The stipend covers travel and living expenses. Deadline is April 1. Contact Richard Leonard, The Milwaukee Journal, 333 W. State St., Milwaukee, Wis. 53203; (414) 224-2000.

Columbia University's Graduate School of Journalism screens candidates for two European programs.

The John J. McCloy Fellowship offers two U.S. journalists a month of study in West Germany, and two German journalists the equivalent in the United States. The Paris-based Journalists in Europe program offers two U.S. journalists with at least four years' experience $7,000 to participate in an eight-month program of study along with 35 journalists from countries throughout the world. They publish articles in Europe, a magazine, and can freelance during the program. Foreign language ability is not required but considered desirable. Deadline for both programs is Feb. 15. Contact Donald Shanor, Graduate School of Journalism, Columbia University, New York, N.Y. 10027; (212) 280-3837.

Two other international fellowships focus on Latin America.

In a program more than 30 years old, the Inter American Press Association offers 10 $5,000 scholarships to U.S. or Canadian journalists or journalism-school graduates for a year of study and reporting in Latin America, while 10 Latin Americans have an equivalent opportunity in North America. A good working knowledge of the host country's language is required. Deadline is Aug. 1. Contact Zulay Chirinos, IAPA Scholarship Fund, 2911 N.W. 39th St., Miami, Fla. 33142; (305) 376-3522.

The National Press Foundation provides tuition and travel expenses for seven journalists to attend an intensive, three-month Spanish language course at the Guernavaca Language School in Mexico. Publications are expected to cover living expenses, which are modest because journalists stay with local families. The fellowship begins in January. Deadline is June 1. Contact National Press Foundation, National Press Building, Suite 1160, Washington, D.C. 20045; (202) 662-7350.

Journalists may also be included in several international fellowships designed for a variety of professions.

Fulbright Fellowships offer an academic year of study in areas requested by specific countries. Funds provide for travel, living expenses and some professional needs. Now in its second year is a Fulbright-sponsored program for up to 15 professionals for year-long research or study projects in Japan. Deadlines vary: June 15 for Australia, New Zealand and South America; Sept. 15 for other countries. Contact Council for International Exchange of Scholars, 11 Dupont Circle N.W., Suite 300, Washington, D.C. 20036; (202) 939-5400.

The Rotary Foundation of Rotary International sponsors fellowships for more than 1,000 people between the ages of 21 and 50, including about 50 journalists. Applicants must be nominated by a local Rotary Club and may not be Rotary members. Deadlines vary according to local schedules, but final recommendations are due Oct. 1. Contact The Rotary Foundation, 1600 Ridge Ave., Evanston, Ill. 60201; (312) 328-0100.

The Robert Bosch Foundation Fellowship Program includes journalists among up to 15 professionals who work for national and local government or private industry in West Germany. The September-through-March program includes language instruction. Deadline is Oct. 15. Contact David Schluckebier , Robert Bosch Foundation Fellowship Program, The Carl Duisberg Society, 425 Park Ave., New York, N.Y. 10022; (212) 593-3004.

The Council on Foreign Relations has included a few seasoned journalists among the recipients of its International Affairs Fellowships, which place professionals in high-level jobs in government or the private sector. The stipend is $30,000. Applicants must be between the ages of 27 and 35.

"Specialized reporting is in jeopardy" if newspapers do not act to save one-year or longer programs.

For one highly experienced foreign correspondent, the CFR offers the Edward R. Murrow Fellowship for one year of reading, study and writing as well as participation in programs of the center. The stipend is based on the individual's pay but is not to exceed $60,000 a year prorated for the nine months of the fellowship.

Deadline is Oct. 31 for the International Affairs Fellowships and March 3 for the Murrow program. Contact Kempton Dunn for the former and Margaret Osmer-McQuade for the latter at the Council on Foreign Relations, 58 E. 68th St., New York, N.Y. 10021; (212) 734-0400.

Minorities. Since 1980, ANPA has offered fellowships to minorities employed by newspapers or to minority journalism educators to attend regularly scheduled newspaper-business seminars. The 25 fellowships for 1986 cover tuition, board and travel expenses. Deadline for seminars in the first half of the year is Jan. 27. Contact Nancy Osborn, ANPA Foundation, The Newspaper Center, Box 17407, Dulles Airport, Washington, D.C. 20041; (703) 648-1053.

The largest training center for minorities in newspapers, the Institute for Journalism Education, offers three programs at three locations to about 50 participants.

The first is an eight-week program offered by IJE's Management Training Center, now in its second year, for about 20 people already in management positions. Applicants must be sponsored by their newspapers, but some fellowships are available to papers with less than 100,000 circulation. Offered in cooperation with the J.L. Kellogg Graduate School of Management and the Medill School of Journalism of Northwestern University, the program is divided between classwork and practical experience. Contact Ellis Cose, IJE, School of Journalism, University of California, Berkeley, Calif. 94720; (405) 642-3503.

The second, a seven-year-old editing program, includes about 12 participants with at least one year's experience on a newspaper or in other media. In addition to classwork, they produce a weekly newspaper and work on the copy desks of Tucson's dailies during the June 8-Aug. 1 session. Deadline is March 1. Contact Diane Molina, Editing Program for Minority Journalists, Journalism Department, Franklin Building 101M, University of Arizona, Tucson, Ariz. 85721; (602) 621-5777.

The third is an 11-week reporting program now in its 16th year. It is open to minorities with little previous newspaper experience. The 15 participants in the June 1-Aug. 15 program are guaranteed job placement upon graduation. Deadline is March 1. Contact Robin Azi, Summer Program for Minority Journalists, IJE, School of Journalism, University of California, Berkeley, Calif. 94720; (415) 642-5962.

Beginning its fifth cycle is a year-long program for Hispanic reporters sponsored by the National Puerto Rican Coalition and funded by the Gannett Foundation. For $15,000, two reporters work with Hispanic Link News Service, which distributes columns and features in Spanish or English to about 200 newspapers. Deadline is in mid-summer. Contact Charles Ericksen, Hispanic Link News Service, 1420 N St. N.W., Washington, D.C. 20005; (202) 234-0737.

A new program designed to train reporters and editors to be more sensitive to minority issues in the newsroom as well as minority coverage in the newspaper will begin this summer at the University of Missouri. The program is expected to last four weeks and include about 12 participants, but curriculum and funding are still in the planning stage. Contact Ben Johnson, director, The Multi Cultural Management Program, School of Journalism, University of Missouri, P.O. Box 838, Columbia, Mo. 65205; (314) 882-4821.

Independent study. Other fellowships support independent projects outside of organized programs.

The Gannett Center for Media Studies sponsors 12 to 15 media professionals, about half of whom are journalists, working on independent projects for three months to a year. Fellows also participate in the activities of the center at Columbia University. The stipend, which is based on present salary, covers office space, clerical and research assistance and sometimes other expenses, such as travel. Deadline is Feb. 1. Contact Residential Fellowship Program, Gannett Foundation Program at Columbia University, 2950 Broadway, New York, N.Y. 10027; (202) 280-8392.

The Alicia Patterson Foundation offers $25,000 fellowships to about five journalists for a year's work on a specific project. Stories based on this research are published in the quarterly APF Reporter. Applicants must be print journalists with at least five years' experience. Deadline is Oct. 1. Contact Alicia Patterson Foundation, 655 15th St. N.W., Suite 320, Washington, D.C. 20005; (202) 639-4203.

Ohio State University offers a stipend of $25,000 plus a year's residence in the newly restored home of James Thurber. The "writer-in-residence" will teach a non-fiction writing course and serve as writing coach for the staff of The Columbus Dispatch. Applicants must have had a book published by a major publisher. Deadline is Dec. 15. Contact Thurber House, 77 Jefferson Ave., Columbus, Ohio 43215; (614) 464-1082.

The Society of Professional Journalists, Sigma Delta Chi, offers an annual $10,000 Eugene C. Pulliam Award to an editorial writer for work-related study and travel. Deadline is Aug. 1. Contact Pulliam Fellowship, SPJ,SDX, 53 W. Jackson Blvd., Suite 731, Chicago, Ill. 60604; (312) 922-7424.

The Scripps Howard Foundation presents 10 $2,000 Ellen B. Scripps Fellowships to journalists pursuing graduate studies in accredited programs. Requests for applications must be received by Dec. 20. Contact Scripps Howard Foundation, 1100 Central Trust Tower, Cincinnati, Ohio 45202; (513) 977-3035.

The Fund for Investigative Journalism bestows about 40 grants a year in amounts ranging from a few hundred to a few thousand dollars to journalists working on special projects. The fund will support both investigative reporting and news media criticism. Applications are considered throughout the year. Contact Howard Bray, FIJ, 1346 Connecticut Ave. N.W., Washington, D.C. 20036; (202) 462-1844.

For the third year, the National Press Foundation is offering journalists and journalism educators $2,000 grants for independent projects. Applications are accepted throughout the year. Contact NPF, National Press Building, Washington, D.C. 20045; (202) 662-7350.

The National Press Photographers Association awards $10,000 to a photojournalist during an unpaid leave of absence of about three months to work on a project. This year, the project should be on a theme related to "The Changing Face of America," such as recording new trends or documenting Americana. The grant is provided by Nikon. Deadline is Feb. 10. Contact Charles R. Freestone, NPP Foundation, 2709 Essel Drive, Tucson, Ariz. 85715; (602) 573-4157.

Canadian journalists with five years' experience in print or broadcasting are eligible for Southam Fellowships. These grants underwrite an academic year at the University of Toronto and pay two-thirds of regular salaries for at least three journalists. Deadline is Feb. 28. Contact Southam Fellowships, Office of Student Awards, Koffler Student Services Center, 214 College St., University of Toronto, Toronto, Ontario, M5T 2Z9; (416) 586-7956.

The Heritage Foundation offers grants of from $2,500 to $10,000 to one journalist a year for expenses associated with an independent research project. Deadline is March 31. Contact Herbert B. Berkowitz, The Heritage Foundation, 214 Massachusetts Ave. N. E., Washington, D.C. 20002; (202) 546-4400.

—Marcia Ruth

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Third press-pool test 'worked very well'

The third test of a press pool assembled on short notice to cover a military operation was conducted successfully in December.

"It worked very well," said Frank A. Aukofer, Washington correspondent for The Milwaukee Journal, who was on the mission.

His comments were echoed by Dan K. Thomasson, editor of Scripps Howard News Service in Washington, D.C. "There was no leak," said Thomasson. A member of his staff was the only other newspaper representative in the pool.

The 12-person pool was activated in the early morning hours of Dec. 10 and told to report to Andrews Air Force Base outside Washington by 6 a.m. Its members were flown to an island 50 miles west of San Diego to cover a mock assault by Marines. The pool was back at Andrews before midnight Dec. 11.

Air Force Col. Robert J. O'Brien, the Pentagon's deputy assistant secretary of defense for public affairs, also said he was pleased with the operation.

The contingency pool was devised after reporters were barred from the 1983 Grenada invasion. The first test in April 1985 was marred when word of the pool leaked out before its members departed Andrews. The second test was conducted secretly last September [presstime, Oct. 1985, p. 61]. ☐

3 small Alabama dailies drop wire service

Three small Alabama dailies that pride themselves on local coverage have dropped their news wire service after deciding they are better off without it.

The Troy Messenger, The Alexander City Outlook and The Andalusia Star News, all morning papers, independently stopped using their Associated Press service within the past 10 months, their publishers say. The Messenger is in the Tillotson Publishing Group. The other two are owned by Boone Newspapers.

Publishers of the papers said they ran little wire copy and the cost exceeded its usefulness.

They also said their readers can keep up on state, national and international news from other sources, including larger dailies that have some overlapping circulation in their markets and radio and television stations. ☐

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Achromatic color test shows less ink used, better control

Research into the uses and advantages of achromatic color reduction, which is sometimes referred to as gray component replacement or undercolor removal, is progressing in the newspaper business. Essentially, the process removes nonessential colors from pictures.

In mid-December, ANPA ran its first press test comparing ink consumption, color consistency and the make-ready of color separations made conventionally with ones made using achromatic color reduction.

Early results bear out reports that ACR greatly reduces the amount of color ink required to print process color and yields reproduction that is superior to conventional separations, according to ANPA Development Engineer Gene Manasco, who conducted the press test. He and others involved, however, said questions remain concerning ACR's ability to improve make-ready on non-heat-set offset presses, which are used in printing newspapers.

Understanding the way ACR works involves some recognition of the way process color pictures are reproduced on a press.

In conventional color separation, color pictures are separated into halftones that represent the primary colors used in printing—cyan, magenta and yellow—plus black to add more contrast. Every portion of a picture contains dots of all these colors, even though some do not need to be there. A lemon, for example, will contain magenta and cyan in addition to yellow.

Usually, the unnecessary colors tend to cancel each other out, producing a neutral gray color, and are thus wasted in the color reproduction process.

ACR essentially eliminates these unnecessary color densities in the separations and, in effect, transfers the gray component they would produce to the black printing separation. As a result, the separations for the colors require less ink to accomplish their purpose, while the black printer needs more.

"Achromatic color has been around in theory for 100 years," said Dennis G. Ryan, scanner product manager for Hell Graphic Systems, who participated in the test. "But the technology wasn't available."

The current crop of high-performance scanners, which range from $175,000 to $225,000, have in them the necessary computers and software to analyze each minute picture element, divide the primary colors appropriately and send that data to the scanner.

The ACR process, which previously could be done manually in a conventional darkroom in about a day, now takes 10 minutes with an appropriately outfitted scanner, Ryan said.

In the test at The Newspaper Center in Reston, Va., Hell supplied the same picture as both conventional and ACR positive color separations, which were reversed, stripped into position and made into plates.

The sets of separations were run separately on the center's M.A.N.-Roland Uniman 4/2 press, using two full rolls of newsprint providing 32,700 copies. Samples were drawn from the press delivery every 1,000 impressions; the press was run at 30,000 impressions per hour. Color ink densities were set at .95 and black at 1.05. All press settings were returned to zero after the first press run.

In the first press run, which tested the conventional separations, 19.5 pounds of magenta, nine pounds of cyan and 12 pounds of yellow ink were consumed. In the run testing the achromatic separations, consumption dropped to 11.5 pounds for magenta, 4.5 pounds for cyan and 9.5 pounds for yellow.

However, "ink savings would depend on the copy" in a given situation, cautioned Manasco.

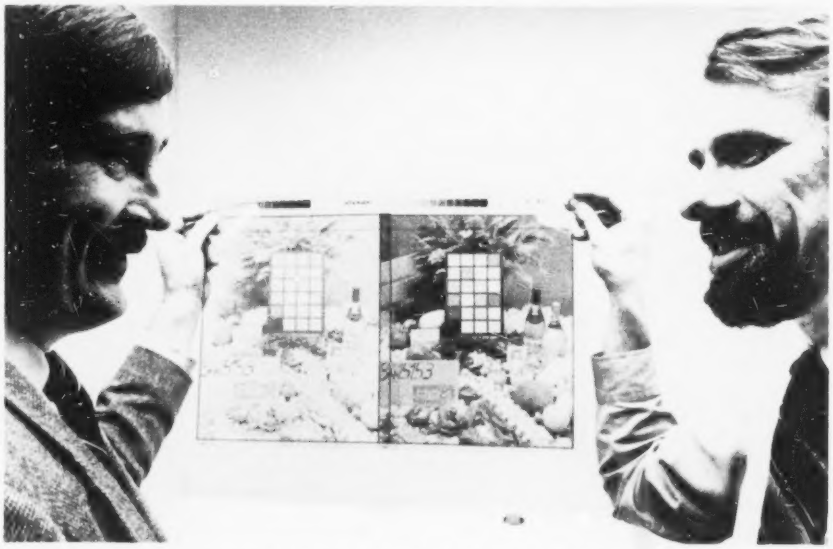
Although black ink consumption was not measured, Manasco said more black ink was used during the second press run.

"There would be an increase in black ink consumption, generally," Ryan said, "probably about 50 percent."

Manasco counted 29,000 salable copies in the press run of conventional separations and 31,000 in the ACR run. He qualified the better results of the achromatic tests by pointing out that the conventional separations were run "from a cold start, while [the achromatic separations] were run on a warm press."

Regarding color consistency throughout the press run—a subjective evaluation—Manasco said the achromatic outperformed the conventional separations. "The achromatic separations definitely ran more consistently," he said.

He attributed that partly to the reduced work load of the color printing units. Be-



Hell's Ryan (left) grasps conventional positive of black printer, while ANPA's John Harrington holds the denser achromatic black positive.

cause the plates running the achromatic separations needed less ink, there were fewer instances of "ink starvation"—ink backing away from the transfer roller—or other press maladies. In short, it was easier to control ink settings with the achromatic separations, he said.

"There were indications that makeready may be quicker, too," Manasco noted. "It cuts problems with trapping colors properly" and is "more forgiving" regarding mistakes in registration.

These characteristics give newspapers with ACR more control over the density of colors being reproduced, Manasco observed. Thus pressmen can change the color of portions of pictures without degrading other colors.

The end result, he said, is that newspapers will be able to produce salable copies more quickly.

Hell's Ryan said the added cost of ACR can be recouped through the 14-to-25-percent savings in color ink consumption. "What you're saving on ink will almost cover the annual payments on the scanner," he noted.

There will be at least two more tests of achromatic color replacement at The Newspaper Center, said Manasco. They will involve using lower and higher grades of newsprint, and the order of running each set of separations will be reversed to determine more accurately the potential make-ready savings of ACR.

—Paul Kruglinski

Exchange

For sale: six rebuilt dock loaders, chain-driven; 8-feet closed, 17-feet open; 18-inch belt width, 125 FPM; 3-phase, 200-volt motors, 120-volt coils. Contact Carl L. Poehler, assistant production director, Call-Chronicle Newspapers Inc., P.O. Box 1260, Allentown, Pa. 18105; (215) 820-6154.

For sale: LogE LD18 film processor; Goss Urbanite press parts—eight roll shafts with chucks, brake assemblies and shoes, one folder drive shaft with sprocket, chain, guard and 100-horse power motor sprocket; two tying machines—Saxmayer model 59 SRA serial number 1881, and Bunn package tier serial number 13974. Also, Compugraphic model 2961 typesetter with spare parts kit. Contact Victor Tardue, production manager, Daily Hampshire Gazette, Northampton, Mass. 01061; (413) 584-5000.

Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.

How to test extent of ink rub-off

The ANPA and the National Association of Printing Ink Manufacturers have developed an ink rub-off test that ANPA is now recommending to newspapers.

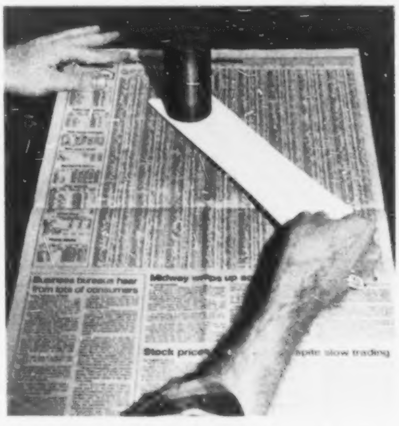
Although a given newspaper may want to conduct tests according to its particular operation, the ANPA/NAPIM test outlines some basic procedures that individual newspapers may adapt.

An example of this approach is the test currently being used by The Oregonian in Portland.

Materials needed are a standard 2-inch-diameter-by-3.49-inch-long steel weight, a pad made from plate backing, a densitometer, template, Kleenex "man-size" tissues, envelopes, labels, and a flat, level surface such as plexiglas.

According to The Oregonian, sample copies should be pulled when the press is running at full speed, ink density is between 0.95 and 1.0 uniformly across the page (using densitometer and square-target readings), optimum water settings are at 1,300 conductivity, and pH is between 9.0 and 9.5.

Sixteen papers are taken from the press to the foreman's office and opened one at a time. The sample pages—The Oregonian uses New York Stock Exchange listings—are torn out and placed squarely in a fixture under clamps. A tissue is placed on the upper left corner of the page, the fixture is closed, and the weight, blanket side down, is set gently—without twisting—onto the tissue. The tissue is grasped and pulled diagonally along the fixture, stopping at the lower right. The pulling is specified to take four seconds and be smooth and straight.



Kleenex is weighted, then pulled across page.

The weight is removed carefully, the fixture is opened and the tissue is folded to cover and protect any ink stain.

Both the tissue and the page are labeled. The page is folded into quarters, and both tissue and page are placed in an envelope, which is labeled.

The procedure should be repeated until four samples are taken.

The procedure is then repeated on the remaining 12 sheets at 30 minutes, one hour and two hours after the copies were pulled from the press. Time intervals must be kept.

Also necessary are test numbers (from a log book), the name of the ink company, edition dates and printed ink density.

Research by ANPA and others has uncovered additional information regarding ink rub-off, according to George Cashau, the Association's director/technical research. "The research will continue until a universally acceptable test for rub-off is developed, and the ink/paper relationships are known."

Cashau said the following is known:

- Print density is critical to ink rub-off. "Laboratory printed densities must be held to plus or minus 0.01 to ensure reproducibility."
- Newsprint surface characteristics affect rub-off. "A standard ink will perform differently on varying newsprints and varying inks will perform differently on standard newsprint." (ANPA is also beginning research to determine the extent newsprint affects the rub-off situation.)
- Rub-off is related to time after printing, but the results are not uniformly predictable. "Some ink and newsprint combinations do not significantly reduce rub-off after printing time, while others show a uniform curve of rub-off reduction."
- The ANPA/NAPIM rub-off test has its limitations when used in the field. "The rub-off test using standard weights, uniform drag across the sample, uniform substrates and standard printing density is not suitable for the pressroom, except as an internal comparison, because it is extremely difficult to keep the density levels within tolerances."

Cashau said densitometers used in various pressrooms would have greater variations in readings than those used in a laboratory, making comparisons of ink or newsprint among pressrooms unreliable.

Copies of ANPA's procedures are available by contacting Doris E. Kleintop at The Newspaper Center, Reston, Va. ☐

Team of tiers tackles 'football' bundles

Here's the scenario:

It's a heavy insert day. The inserting machines are stuffing odd-sized preprints and catalogues off-line from the press. The finished products then go to a stacking machine. Because of the preprints, the bundles produced by the stacker are bulging and "football" shaped. Consequently, they fall off the conveyors and spill onto the mailroom floor before being wrapped and tied.

Here's the result:

The stacker has to be programmed to produce smaller bundles, which means the mailroom staff and delivery people have more bundles to handle. Additional people must be employed to restuff the contents of the bundles that have fallen. And the inserting operations must be slowed—or stopped—because of the backlog created by the spilled bundles.

If all this sounds painfully familiar, take heed of a solution being used by Syracuse (N.Y.) Newspapers Inc., as well as some other newspapers around the country.

These Syracuse papers have found they can eliminate the problem of falling, football-shaped bundles by positioning a second tying machine just after the stacker in the conveyor line, according to Production Manager Michael Stern.

While this second tying machine does not eliminate the need for another one at the end of the conveyor, he said, it offers solutions to several problems associated with the odd-sized and odd-shaped preprints newspapers are getting.

In most automated operations at newspapers, there is a single tying machine located at the end of each conveyor. Its function is to tie a plastic band around a bundle. Typically, this is done after the newspapers have been stacked, kraft paper has been placed at the bottom of the stack and an identifying label has been affixed to the top.

Carl J. Single, Syracuse Herald-Journal and The Post-Standard

Mailroom worker labels bundle after it has left the first of two tying machines.

Economics, the complex nature of today's inserting operations, and the size and shape of preprints are forcing some newspapers to rethink this configuration, Stern noted.

"Bundles with inserts wouldn't stay together," Stern said. "You wind up with a mess on the floor. You had to have a lot of people along the conveyor to keep the bundles together. And we weren't getting any production out of our inserting operations.

"Necessity being the mother of invention, with papers all over the floor, we just did it out of outrage," he said.

While having the second tying machine just after the stacking machine may seem unusual, Stern noted the bottom line is that it works. "A, we are getting our job done now," he said. "B, we're using less people."

The Syracuse dailies have been using the second tying machine for about three months, and Stern said "it has permitted us to go back to a larger bundle," thus reducing handling problems. "Putting the second strap on improved the shape of the bundle. Our circulation department has been pleased with that."

Other newspapers with similar operations are also employing the tactic, he reported, some with improvements. "Other newspapers have worked out a cross-tying situation," he said, where the bundle is rotated 90 degrees before the second tie is applied.

Stern said newspapers can use secondhand or spare tying machines for the first step in a two-phase strapping process because the device is needed only on high-volume inserting days.

Editor's note: The preceding was submitted in response to ANPA Technical Committee requests for innovative ideas. Send submissions to Alan Tepper, Technical Services Department, at The Newspaper Center in Reston, Va. ☐

TECHNOLOGY NOTES

- Digital Equipment Corp. may **re-enter the newspaper business.** DEC ceased being an active vendor three years ago.

The manufacturer of large computer systems has hired an executive recruiter to find "top people with extensive knowledge about newspapers," a DEC spokesman said, and management is considering a proposal that the firm become "more actively involved in the newspaper business."

- DEC announced that **11 vendors have agreed to support** the Uni-File data format for its read-only optical disks.

According to the company, the development will give personal computer-based systems more storage capacity and will facilitate the exchange of data among different systems.

Among the firms supporting Uni-File are two vendors of newspaper electronic library systems—Battelle and DataTek.

- System Integrators Inc., a vendor of front-end systems, and the San Jose (Calif.) Mercury News have signed a letter of intent to **develop a newspaper pagination system** that will accommodate pictures and other graphics.

The daily said the first portions of the system, for display advertising, will be installed this year, and all of it should be in place by 1987.

- The Newspaper Agency of Salt Lake City, which publishes The Salt Lake Tribune and The Deseret News, **purchased a $3.37-million pagination system** from Information International Inc.

The system will be installed in two phases, beginning in April.

- Koppers Co. Inc., a large, diversified manufacturer, **ended its research and development of flexography** for newspapers.

Although Koppers called flexography a viable printing process for newspapers, a spokesman said high research costs and slow return prompted the decision.

- Muller-Martini Corp., a manufacturer of mailroom equipment, is **doubling the size** of its Grapha Manufacturing division in Newport News, Va.—to 150,000 square feet.

The company is also installing its Biliner Printroll mailroom system at the Times-Colonist in Victoria, British Columbia. It is the first installation of the on-line inserting and print-wheel storage system in North America.

Experimental ink moves closer to production

An experimental black letterpress ink that is similar in chemical composition to shoe polish may be moving closer to reality within the newspaper business—if quality control and pricing problems can be solved.

Saranda Trading Limited Partnership, a Newark, Ohio-based company, was organized recently to develop the ink further and to market it to newspapers. The firm is an outgrowth of Dayton Tinker Corp., which originally developed the ink [presstime, Oct. 1985, p. 26].

Thus far, Saranda has received a $250,000 grant from Ohio's Thomas Edison Program, which assists small businesses, and is working with the University of Dayton Research Institute on future development of the ink. Also, Saranda has purchased and reconditioned a resin-processing plant from Georgia-Pacific Corp. for an undisclosed sum. The 20,000-square-foot plant will have a capacity of manufacturing 30,000 gallons per day, according to Rodger L. Gamblin, Saranda's business manager and the ink's developer.

Unlike conventional inks, Saranda's replaces the carbon-black pigment with a stain similar to that used in shoe polish and ink-jet printers. Instead of the pigment's lying on the surface of the newsprint, the stain is incorporated into the fibers, said Gamblin. The result is an ink with greater rub-resistance.

The ink has been run under test conditions at newspapers in Louisville, Columbus, Ohio, and Fort Wayne, Ind., and on presses at The Newspaper Center in Reston, Va. The results have been "encouraging," according to several newspaper-industry sources, but more work needs to be done on the ink. No newspapers have purchased it to date.

Gamblin told presstime that the new ink would sell for 65 cents per pound. There are some rub-resistant black letterpress inks already available selling for 52 cents per pound.

Saranda will market its black letterpress ink this year and is also working on a black offset version as well as color inks for both printing processes.

"Our offset black ink is about six months away from development," said Gamblin. He added, "We are still unable to control the color offset inks." ☐

TECHNOLOGY CALENDAR

- **Graph Expo West**, the biennial graphic arts show, will be March 1-4 at the Los Angeles Convention Center.
- The **Collier-Jackson Users Group** will meet March 1-4 at the Lincoln Hotel in Tampa.
- The Southern Newspaper Publishers Association will hold its **1986 Production Conference** March 9-11 at the Radisson Hotel in Orlando, Fla.
- The sixth annual **Seybold Seminars** on electronic publishing systems will be March 9-14 at the Beverly Hilton Hotel in Los Angeles.
- ANPA's **Pressroom Options III** symposium will be March 18-19 at the Hyatt Regency O'Hare near Chicago.
- The **Atex Commercial Users Group** will meet March 23-26 at the Westin Hotel in Washington, D.C.
- The **Newspaper Hardware Users Group** will meet March 27-28 at the Astro Arena Complex in Houston.
- The **Metro Users Group** will meet April 6-9 at the Lincoln Hotel in Dallas.
- **DRUPA '86**, the international graphic arts trade show, will be May 2-15 in Dusseldorf, West Germany.
- **Type-X** will be May 6-8 at the Hyatt Regency Chicago.
- The **Mycro-Tek Users Group** will meet June 20 at the Georgia World Congress Center in Atlanta.
- The **58th Annual ANPA Operations Management Conference & Exposition** will be June 21-25 at the Georgia World Congress Center in Atlanta.
- The **Atex Newspaper Users Group** will meet Aug. 17-20 at the Westin Hotel Utah in Salt Lake City.
- The **International Newspaper Conversions Group** will meet Oct. 15-17 at the Capital Hilton in Washington, D.C.

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Kenaf research authorized

Congress Dec. 18 approved legislation giving the U.S. Department of Agriculture the go-ahead to proceed with a kenaf commercialization program this year.

The President is expected to sign the bill, according to Agriculture Secretary John R. Block.

Under the program, USDA would contract with farmers to grow kenaf, a fibrous annual plant that is a possible substitute for wood in making newsprint, and sell the harvested kenaf to participating pulp and paper mills.

There were concerns that the program might be postponed because its funding had not been included in the department's fiscal year 1986 budget [presstime, Dec. 1985, p. 52].

In late November, the Senate approved three amendments to the massive 1985 farm bill that would allow the USDA to carry out the kenaf program. A House-Senate conference committee included the amendments in the compromise version of the bill.

One amendment, by Sen. John H. Glenn Jr. (D-Ohio), authorizes the USDA to spend at least $10 million in each of fiscal years 1986, 1987, 1988 and 1989 for research and development projects into new uses for farm and forest products. This gives the department the authority and the funds it needs for the kenaf program, according to C. Michael Hoback, an aide to the assistant secretary of agriculture for science and education.

Plant may be a newsprint pulp substitute.

A second amendment, by Sen. Dennis DeConcini (D-Ariz.), authorizes the department to contract with farmers to grow so-called developmental industrial crops, such as kenaf, and to pay the farmers either with cash or with surplus products from inventories of the Commodity Credit Corporation. The CCC is a government corporation that provides loans to farmers who put up crops for collateral.

The third amendment, by Sen. Robert C. Byrd (D-W.Va.), allows the USDA to enter directly into agreements with state land-grant colleges for agricultural research without going through the competitive-bid process. According to Hoback, this would continue the current process of USDA's contracting directly with the universities for the needed research. ☐

Labor talks set

Contract negotiations between management of four British Columbia mills and two unions are expected to begin Jan. 31.

The CPU represents workers at MacMillan Bloedel Ltd.'s mills at Port Alberni and Powell River, Crown Forest Industries Ltd.'s mill at Campbell River, and British Columbia Forest Products Ltd.'s mill at Crofton.

Some other workers at the Crofton mill are represented by the Pulp, Paper and Woodworkers of Canada.

Current contracts with the CPU and PPWC are scheduled to expire June 30 [presstime, Aug. 1984, p. 59]. ☐

14 newsprint makers donate to ANPA for technical research

ANPA's technical departments received donations of newsprint from 14 U.S. and Canadian companies in 1985.

They were: Abitibi-Price Inc., Bear Island Paper Co., Bowater North America Corp., Champion International Corp., CIP Forest Products Inc., Consolidated-Bathurst Newsprint Ltd., Domtar Pulp & Paper Inc., Donohue Inc., Garden State Paper Co. Inc., Great Northern Paper Co., Kruger Inc., Reed Inc., Ontario Paper Co. and MacMillan Bloedel Ltd.

The donations totaled 100 rolls representing a value of about $30,000. Director/Technical Research George Cashau said the longstanding program of such donations to ANPA "is invaluable to our continued research." ☐

NEWSPRINT NOTES

- The Times Mirror Co. has reached an agreement to **sell an 80-percent interest in its Publishers Paper Co.** subsidiary to Jefferson Smurfit Corp. of Alton, Ill. The $150-million acquisition includes two newsprint mills, 12 waste-paper reclamation plants, four sawmills and two particleboard plants.

  Times Mirror retains a 20-percent share of Publishers Paper.

  The sale, subject to government and shareholder approval, is expected to take place during the first quarter of this year [presstime, April 1985, p. 56].

  Times Mirror intends to enter into a long-term contract for the supply of PPC newsprint to its papers.

- Donohue Inc. approved plans to install a **new newsprint machine** at its Clermont, Quebec, mill. The 180,000-metric-tons-a-year machine will replace an older unit with a capacity of 40,000 tons. The cost of the project is estimated at $170 million.

- Great Lakes Forest Products Ltd. **postponed construction** of a newsprint mill at Usk, Wash., until market conditions improve. The mill, whose capacity would be 154,000 metric tons annually, had been scheduled to begin making paper in early 1987.

  The project is a joint venture between Great Lakes and four U.S. newspaper companies [presstime, Aug. 1985, p. 58]. Chronicle Publishing Co. of San Francisco dropped out of the project last year, and the remaining partners are looking for a replacement.

- Manistique Papers Inc. will install a twin-wire forming unit on its newsprint machine, **adding 10,200 metric tons a year** to the Manistique, Mich., mill's capacity. Completion of the project is expected by mid-1986.

U.S. dailies continue using more newsprint

For the 10th straight month of 1985, U.S. daily newspapers in October used more newsprint than they did in the same month a year earlier. The increase was 3.4 percent. For the first 10 months, their consumption was 4.1-percent higher.

Consumption by all U.S. users in October rose 1.2 percent compared with October 1984. For the 10-month period, it was 1-percent above 1984's level.

Newsprint inventories of newspapers in ANPA's statistical sample were down slightly from September to October, but they remained greater than the previous year—44 days, two more days than in October 1984. North American mill stocks were 19-percent above the previous October's level.

Compared with the same month a year earlier, October 1985 production decreased 2.8 percent in Canada and 4.5 percent in the United States. North American production was down 0.5 percent for the first 10 months of '85.

Shipments from Canadian mills decreased 0.7 percent for the first 10 months.

U.S. mills' shipments decreased 3.2 percent for the 10-month period.

The October operating rate for Canadian mills was 92 percent of capacity, and for U.S. mills it was 90.5 percent.

Estimated consumption of all U.S. daily newspapers[1]

Region	**September 1985(r)**	**September 1984**	**% Change**
Northeast	174,574	172,863	+1.0
North Central	156,002	151,819	+2.8
South	232,059	221,894	+4.6
West	161,121	148,857	+8.2
Circulation size			
up to 25,000	57,639	44,417	+29.8
25,001-100,000	144,727	121,934	+18.7
Over 100,000	521,390	529,082	-1.5
September totals	723,756	695,433	+4.1
Nine-month totals	6,375,543	6,120,413	+4.2
Region	**October 1985(p)**	**October 1984**	**% Change**
Northeast	189,104	184,621	+2.4
North Central	165,526	162,580	+1.8
South	245,684	235,48[illegible]	+4.3
West	170,956	16[illegible],077	+4.8
Circulation size			
up to 25,000	64,831	49,021	+32.3
25,001-100,000	154,903	131,800	+17.5
Over 100,000	551,536	564,938	-2.4
October totals	771,270	745,759	+3.4
Ten-month totals	7,146,813	6,866,172	+4.1

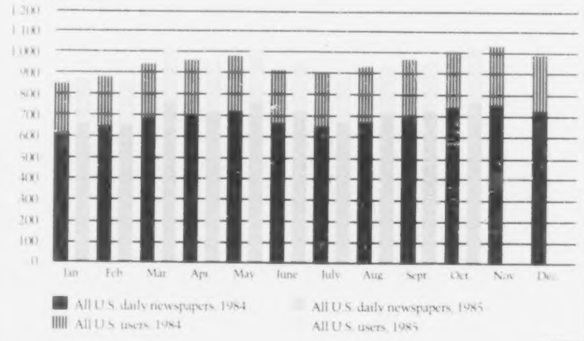
Estimated consumption of all U.S. users

	1985	**1984**	**% Change**
August totals	942,000(r)	950,000	-0.8(r)
September totals	975,000(r)	969,000	+0.6(r)
October totals	1,029,000(p)	1,017,000	+1.2(p)
Ten-month totals	9,497,000(p)	9,403,000	+1.0(p)

Production

	Canada	**U.S.A.**	**North America**
October 1985	770,479	407,154	1,177,633
October 1984	792,569	426,356	1,218,925
Decrease	-22,090	-19,202	-41,292
	-2.8%	-4.5%	-3.4%
Ten months 1985	7,552,116	4,129,245	11,681,361
Ten months 1984	7,517,930	4,218,556	11,736,486
Increase or	+34,186	-89,311	-55,125
decrease	+0.5%	-2.1%	-0.5%

Estimated newsprint consumption 1984-85 (thousands of metric tons)



Stocks

U.S. publishers[2]	**Tonnage**	**Days' supply on hand**	**Days' supply in transit**
August 1985	987,779	44	6
August 1984	950,624	43	5
September 1985	961,692	41(r)	6
September 1984	923,466	39	6
October 1985	938,726	39(p)	5(p)
October 1984	902,506	36	6
Canadian mills			
October 1985	398,241	--	--
October 1984	329,340	--	--
U.S. mills			
October 1985	73,396	--	--
October 1984	66,964	--	--

Shipments

From Canadian mills	**U.S.A.**	**Canada**	**Export**	**Total**
October 1985	591,138	96,316	100,413	787,867
October 1984	572,211	99,083	120,666	791,960
Ten months 1985	5,519,531	858,123	1,062,117	7,439,771
Ten months 1984	5,475,462	879,399	1,136,712	7,491,573
Increase or	+44,069	-21,276	-74,595	-51,802
decrease	+0.8%	-2.4%	-6.6%	-0.7%
From U.S. mills				
October 1985	391,704	----	28,315	420,019
October 1984	406,279	----	19,570	425,849
Ten months 1985	3,887,257	----	227,765	4,115,022
Ten months 1984	4,037,742	----	214,556	4,252,298
Increase or	-150,485	----	+13,209	-137,276
decrease	-3.7%	----	+6.2%	-3.2%
From North American mills				
October 1985	982,842	96,316	128,728	1,207,886
October 1984	978,490	99,083	140,236	1,217,809
Ten months 1985	9,406,788	858,123	1,289,882	11,554,793
Ten months 1984	9,513,204	879,399	1,351,268	11,743,871
Decrease	-106,416	-21,276	-61,386	-189,078
	-1.1%	-2.4%	-4.5%	-1.6%

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[1] Based on stratified data from newspapers in ANPA statistical sample, figures in this and other tables are in metric tons.

[2] Represents stocks of newspapers in ANPA statistical sample.

(r) = revised (p) = preliminary

ACEJMC draws fire over curriculum standard

Key members of two newspaper organizations have expressed concern over the recent decision of the Accrediting Council on Journalism and Mass Communications not to penalize automatically those journalism schools that do not strictly conform to the council's curriculum standard.

The standard, known informally as the "75-25" rule, describes the kinds of courses an undergraduate journalism student should take.

In the past, it has been expressed in terms of a ratio of about 75 percent general academic courses, with an emphasis on the liberal arts and sciences, to 25 percent journalism courses.

At its last meeting, the council adopted a clarification of its standard [presstime, Nov. 1985, p. 54]. The clarification prescribes a *minimum* of 90 credit hours (75 percent of the normal 120-credit hour undergraduate program) in courses outside journalism, with at least 65 in liberal arts.

At the heart of the current controversy is the council's rejection of a proposal to automatically deny accreditation or place on probation schools not in compliance with the standard.

The move to reject the enforcement plan was led by the representative of the national organization of journalism deans, who argued that the curriculum standard is only one of 12 ACEJMC standards.

Reacting to the decision, the chairman of the Education for Journalism Committee of the American Society of Newspaper Editors said the standard is the "highest priority item" for ASNE members.

"While there are, indeed, accreditation standards other than 75-25, nothing is so basic to our need for well-informed, broadly educated graduates as the heavy emphasis on liberal arts education," said John L. Seigenthaler, publisher and president of The Tennessean in Nashville and editorial director of USA Today.

In a Dec. 3 letter to ASNE President Robert P. Clark, Seigenthaler suggested that the society consider options that range from remaining in ACEJMC and continuing to push for a large liberal arts component in journalism education, to withdrawing from the organization. Another option mentioned by Seigenthaler is for the council to separate the news-editorial segment from the rest of journalism education and apply the stricter liberal arts requirements to that segment.

The ASNE committee will discuss the matter at a Jan. 24-25 meeting in Nashville.

Similar concern was expressed by the Executive Committee of the Southern Newspaper Publishers Association, which said Dec. 4 that the decision not to put an enforcement mechanism into the standard "appears to erode the central place that the liberal arts long have held among the standards for accreditation."

ACEJMC President Joseph W. Shoquist denied there has been any erosion. "If there were a grievous erosion of this liberal arts standard, which is one part of one of the 12 standards, then I would be just as dismayed as anyone could be," said Shoquist, managing editor-special projects of The Milwaukee Journal. He also is vice chairman of the Seigenthaler committee.

The council historically has chosen not to apply its curriculum standard rigidly, added Shoquist, who will become dean of the College of Journalism at the University of South Carolina in March. ☐

Literacy program to be launched

ANPA Foundation Trustees have approved a three-year program to make newspapers aware of the problem of illiteracy and to get them involved in its solution.

Meeting Dec. 5 in New York City, the Trustees approved the recommendation of its Newspaper in Education Committee for a three-phase program, committing $80,000 in the first year.

"I hope that we will have the impact that I think is possible in the fight" against illiteracy, said Thomas Schumaker, chairman of the NIE Committee and publisher and editor of the Transcript-Telegram in Holyoke, Mass.

"I think it makes sense for newspapers to be in that fight, both for obvious self-serving reasons and also for humanitarian reasons," he added.

The Foundation will hire a full-time staff member to oversee the program.

Phase I, which will be implemented this year, seeks to create awareness among newspapers of the illiteracy problem in the United States and Canada through:

- A slide show on illiteracy presented to individual newspapers and state, regional and national newspaper organizations
- Workshops for newspapers on how to create projects to deal with illiteracy within their communities
- A booklet describing the illiteracy problem and providing suggestions for local efforts.

The goal of Phase II will be to expand local efforts. Phase III will involve reaching out to other media and businesses. ☐

Unique resource center opens at U. of Minnesota

A Media Management and Economics Resource Center will open Jan. 6 at the University of Minnesota.

The center, said to be the first of its kind in the United States, grew out of a conference last year on the Minneapolis campus for educators interested in teaching media management [presstime, July 1985, p. 59].

Housed within the university's School of Journalism and Mass Communication, the center will serve three constituencies, explained Director John M. Lavine, Cowles professor of media management and economics.

Educators interested in teaching in this field may obtain information on courses being offered around the country, he said. According to a study Lavine conducted in 1984, about 150 schools either had or wanted to offer such courses,

In addition, media executives who want information to use in training their employees may obtain a list of the latest training materials. Students and media professionals with questions about media management or media economics may obtain a list of information sources and materials. Much of the information will be in a computerized database, he said.

The center is seeking additional materials from professors and media professionals, said Lavine, who also is editor and publisher of the Lavine Newspaper Group of Chippewa Falls, Wis.

The center also will conduct studies and sponsor conferences, including one scheduled for May supported by ANPA Foundation. (See story, facing page.)

The center received a $45,600 grant from Gannett Foundation and $36,000 from the university and the Minnesota Journalism Center, a facility at the school that reaches out to media professionals. ☐

ANPA Foundation selects recipients of education grants

ANPA Foundation will fund five journalism-education projects in 1986.

The projects relate either to teaching media economics and management or to computer-based learning [presstime, July 1985, p. 59]. Approved Dec. 5 by the Foundation's Board of Trustees, the projects, schools, project leaders and grant amounts are:

- A seminar on enhancing the productivity of newspaper creative personnel, University of Minnesota, John M. Lavine, $7,500
- Additions to an existing computerized newspaper management game, University of Texas, Wayne Danielson and Martin Gibson, $8,000
- Development of bibliographic and instructional materials for an undergraduate course for students who want to understand the communications business but who are not economics or business majors, University of Illinois, Thomas Guback, $3,450
- A clearinghouse to monitor new developments in computer-based writing and editing tools and instructional software for education in journalism, University of Miami, William Oates, $9,000
- A book for journalism educators on teaching layout and design through inexpensive microcomputer systems, Florida A&M University, Michael Abrams and Ronald Norvelle, $5,000.

NIE Conference slated March 19-21

This year's Newspaper in Education Conference sponsored by ANPA Foundation will be March 19-21 at the Los Angeles Hilton.

Topics of "focus sessions" will include using newspapers to teach economics, writing skills, English as a second language, and reading to illiterate adults.

Other program segments will examine the use of newspapers in special education and in "whole brain learning." Promoting and marketing NIE programs and creating statewide NIE organizations also will be among the subjects discussed.

Registration fees are $325 for employees of newspapers and educational organizations, and $450 for others.

For more information, contact Rose Ann Stormer at the Foundation, The Newspaper Center, Reston, Va.

Content changes found widespread; journalist/public views compared; coverage of blacks studied

BY GUIDO H. STEMPEL III

We're all aware that many newspapers have changed graphics or layout in recent years, but what about content? A study by Leo Bogart, executive vice president and general manager of the Newspaper Advertising Bureau, found that content changes are almost as common as format changes.

Bogart sent questionnaires to all U.S. daily newspapers in the spring of 1983. He received replies from 1,310 (77 percent). He asked if they had made "substantial changes" in editorial content or in graphics or layout since 1979.

Seventy-one percent said they had made changes in graphics or layout, and 64 percent said they had made changes in content. For papers of more than 100,000 circulation, changes were even more common, with 83 percent reporting format changes and 82 percent reporting content changes.

Bogart was disappointed to find that of the papers that changed the ratio of hard news to features, two-thirds went to more features and less hard news. He also found that "five times as many increased local coverage at the expense of international coverage as did the reverse." He feels both of these trends run counter to interest in hard news and international news expressed by readers in surveys.

Bogart also found that 83 percent of the newspapers responding use color and 28 percent are using full color in weekday editions. These findings are reported in the Spring 1985 issue of the Journal of Communication.

• • •

Several studies have found that the great majority of journalists are liberal. Some have suggested their views are too far removed from those of their readers. A study by the Los Angeles Times indicates this is not a major problem.

The Times interviewed a national sample of 2,993 members of the general public and a like number of journalists on the newspapers those respondents indicated they read. They asked both samples their opinions on 13 major national issues. Fifty-five percent of the journalists and only 24 percent of the general public indicated they were liberal.

However, the public and the journalists were on the same side on nine of the 13 issues. Those on which they disagreed were prayer in public schools, the death penalty for murderers, deregulation of business and continuing American investments in South Africa. All these were supported by the public and opposed by the journalists.

There were six issues on which the public and the journalists agreed and took the position opposite that of the Reagan administration. These included allowing abortions, affirmative action, gun control, not increasing the military budget, a verifiable nuclear freeze and opposition to support of the rebels in Nicaragua.

The Times study also showed that the public rates the media as much more fair and honest than government, business or labor. The findings were reported in the Times in its Aug. 11 and 12, 1985, issues and have been reprinted in a booklet available from the Times.

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The Kerner Commission report on civil disorders in 1968 criticized the press for acting as if blacks do not "give birth, marry, die and go to PTA meetings." Blacks tended to make news only in the context of the civil rights struggle, and the commission thought that was a problem.

A study by Carolyn Martindale of the journalism program at Youngstown (Ohio) State University suggests that the commission's concern may have been answered. She looked at coverage of blacks in The Atlanta Constitution, The Boston Globe, Chicago Tribune, The New York Times and The Youngstown Vindicator for selected periods in the 1950s, 1960s and 1970s.

She found that space devoted to blacks in the 1960s was seven times as great as it had been in the 1950s, with 70 percent of it being about civil rights. But in the 1970s, there was more coverage of blacks in everyday life than in civil rights. The margin was more than 2 to 1 for all these papers except the Globe.

These findings are reported in the summer 1985 Journalism Quarterly.

Stempel is distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to presstime.

Spotting an absenteeism problem, and what to do about it

BY PATRICIA P. RENFROE

Although excessive absenteeism by employees is not a major problem in the newspaper business, it is one of the leading causes for dismissal, according to human resources executives. It is an individual, rather than a general, problem, they say.

Jim E. Eaton, personnel manager of The Toronto Star, cites a study showing that 90 percent of all absenteeism comes from 10 percent of the workforce.

"Look at individual trends" to identify excessively absent employees, suggests James R. Schober, employee relations director of the San Jose (Calif.) Mercury News. "Are they usually absent the day before or after a vacation, on Friday or Monday?"

Ninety percent of absenteeism comes from 10 percent of workforce.

The definition of "excessive" absenteeism frequently can vary from one department to another, depending upon what supervisors need to get the job done. "Excessive" at some newspapers may be four absences in six months. One newspaper employee handbook states that once an employee is identified as having an attendance problem, he or she is warned and told what will constitute excessive in the future. Under this plan, an employee with nine absences in seven weeks might be told that three absences in the next five weeks would be considered excessive.

There are certain things management can do to determine whether a problem exists.

Personnel relations specialists say that first on the list of actions to take is to maintain accurate and consistent records. Most of the more than 30 newspapers contacted for this article rely simply on the attendance sheets turned in by supervisors. The sheets are reviewed and used to track and analyze absenteeism patterns and trends.

An especially sophisticated program was developed in 1985 by Carol G. Voorhees, director of employee relations at The Morning Call in Allentown, Pa. Voorhees, who contacted a number of newspapers in the initial planning stages, found no model to use. So she based her program on a system devised by the Bureau of National Affairs Inc., a private research and information company in Washington, D.C.

Her program provides information on 10 variables concerning employee absenteeism.

She and her staff recently completed a study comparing the years 1982-83-84. The statistics brought good news, showing that there is not a company-wide problem at the Call. Employees there are away from the job far less than the averages for the Northeast, for manufacturing companies and for firms of the newspaper's size.

With the information that has been assembled, Voorhees is able not only to develop a company profile but also to narrow the focus to department and individual averages.

Another element of a well-formulated analysis program shows how much absenteeism costs a company. At the Peoria (Ill.) Journal Star, Employee Relations Manager John J. Swingle maintains a running total of hours missed each month and the dollar costs per month and year. Such statistics can be used to convince supervisors that the issue is an important one, and to remind them that they are responsible for consistently and thoroughly administering company policy for absenteeism control.

Some newspapers are rewarding employees who have good attendance records.

Controlling sick leave. Newspapers generally have three types of excused absences. They are given for illness, injury on the job and personal leave. The illness or sick leave category is the one employees can abuse most easily, according to personnel departments. For some newspapers, control of sick leave is achieved by limiting payment for the initial absence.

For example, non-exempt employees at the Kansas City (Mo.) Star and Times who are not working under a union contract do not draw disability pay for illness during the first three days of absence. The company found in a 1978 study that about 80 percent of absences were "short-term—under three days," says Personnel Director H. Kent Simcosky. In 1984, about 10 percent of non-exempt employees had perfect attendance, he reports.

At the Call in Allentown, employees who are absent receive half-pay for the first few days.

These types of pay programs are usually administered only for employees who are covered by federal labor law. Exempt employees most often receive full pay from day one of the absence.

Some people in the newspaper business maintain that management and labor are in the same corner regarding absenteeism.

Newspaper Guild contract language at the Press-Telegram of Long Beach, Calif., states, for example: "The parties pledge their full support of activities designed to ensure that the sick pay program is not abused. In this regard, the parties share the conviction that questionable absences and/or poor attendance patterns should be

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Renfroe is ANPA manager/personnel relations.

rigorously investigated and abuse of the sick pay program by any employees should not be tolerated."

Another control, progressive discipline, is used at many newspapers in conjunction with the limited pay policy. Such programs start with a verbal warning, follow with a written warning, then suspension and end in dismissal [presstime, Oct. 1983, p. 34].

Exempt and non-exempt, union and non-union employees can be disciplined in this manner. In fact, many union contracts provide for a progressive discipline system, while others call for denial of future sick-leave benefits for the duration of the contract.

Causes, rewards. While agreeing that control is important, some experts caution that it is equally important to examine causes for excessive absences. Alvin Miller, vice president of The Record in Hackensack, N.J., points out that employees who are angry can get back at management by not being on the job.

Other personnel managers note that sometimes employees who are in need of new assignments or increased responsibility will resort to taking unnecessary leave. Examining absenteeism patterns for individuals sometimes also reveals serious personal problems that can be effectively handled through an employee assistance program.

"Our basic philosophy is not disciplinary," says Mable T. Phelan of The New York Times. "It's worked very well."

Phelan, who is director/employee relations administration, reports that the statistics on white-collar absenteeism at the Times "are not high compared with other industries."

White-collar employees at the Times who are absent on seven separate occasions or 23 or more days during a 12-month period go into an "absence control program" that requires submission of a doctor's certificate for each additional absence.

Some newspapers have taken steps to recognize good attendance and buy back unused sick leave days. These buy-back provisions can be found in some International Typographical Union composing room contracts and can mean that the employee receives one extra day of pay for perfect attendance.

In some cases, employees recieve full pay or half pay for sick leave that is unused as of Dec. 31. Similar arrangements are stipulated in some Graphic Communications International Union pressroom contracts.

At the Kansas City dailies, employees are rewarded for good attendance in this way: Each person working there has three personal days for absence during the year, but if they are not used, the individual receives a cash bonus of five days' pay at the end of the year.

Another positive approach can be aimed at creating a climate where employees are dedicated.

Miller of the Hackensack daily believes good attendance prevails there because employees are told from the very first day on the job about the necessity of publishing on schedule.

"We tell them that the newspaper must be printed and delivered regardless of any problem," he says, and that "their presence on the job is key in being able to accomplish this." □

Reporters-as-professionals issue moves to the fore

The question of whether newspaper reporters should be considered professional employees exempt from coverage under the Fair Labor Standards Act moves to the forefront this month in two arenas.

First, trial is scheduled to begin Jan. 20 in U.S. District Court in Concord, N.H., in a longstanding case on the issue involving the Concord Monitor.

Second, the U.S. Labor Department's Wage and Hour Division is considering whether to designate specifically newspaper reporters and others as professionals and therefore exempt from wage and hour provisions of FLSA. The division has issued an advance notice of proposed rulemaking and will receive comments until Jan. 21.

The Concord case, which has been postponed several times in the past, revolves around overtime pay in the newsroom and stems from an audit by the Wage and Hour Division covering the period February 1978 through January 1980. The division claims the paper owes overtime pay to 54 present and former employees, primarily newsroom personnel.

The Monitor paid $31,000 in overtime during the period involved, but the division claims it owes $45,000 more. In addition to denying the claim on grounds the overtime was paid, the newspaper contends that most of the individuals involved are professional employees who are exempt under the act [presstime, Jan. 1982, p. 35].

"We hope it goes to trial this time," said Monitor Publisher George W. Wilson. "We've been prepared to go to trial for four years."

Under the FLSA, the primary duties of employees eligible for professional exemption must be performance of work requiring scientific or specialized study, of the type customarily acquired in an institution of higher learning as opposed to an apprenticeship. Doctors, lawyers and some teachers are specifically exempt.

An employee may be an exempt professional where the primary duty is original and creative work in a recognized field of artistic endeavor. The work must depend primarily on the invention, imagination or talent of the employee.

The division said in a 1975 explanatory bulletin that only writing that is analytical, interpretive or highly individualized is considered to be "creative."

In its notice of proposed rule-making published in the Nov. 19 Federal Register, the division asked for comments on whether such employees as newspaper reporters, court reporters, computer programmers, aircraft pilots and flight engineers should be recognized as exempt professionals.

ANPA plans to file comments in support of its position that reporters should be recognized as professionals under the act, said Claudia M. James, ANPA assistant general counsel.

"The goal of the act in the '30s was to protect employees who were fortunate to have jobs and to provide relief and opportunity for those who were unemployed during those depression years," said ANPA Vice President/Human Resources Roy W. Anderson. "Today, well-educated, experienced, qualified reporters are at earnings levels of those exempted under the act.

"In our highly competitive communications business, with its new technology, the need for management flexibility in this area is as important as those exemptions in marketing and managing our business," Anderson added.

The Newspaper Guild also said it will submit comments to the division. "We will take the position we traditionally have: that reporters should be included under coverage of the wage-hour provisions because they are not professionals as defined by the law," said David J. Eisen, director of research and information.

—Clark Newsom

Board reaffirms bargaining order in 11-year-old case

The National Labor Relations Board has reaffirmed a 1981 decision and ordered The Daily Advance of Dover-Roxbury, N.J., to bargain with Newark Mailers' Union No. 11 over an initial contract for a unit of circulation department employees.

The case has been tied up in NLRB and court proceedings since a representation election was conducted in 1974. The company had appealed the board's first order to the U.S. Court of Appeals, District of Columbia Circuit, which in 1983 remanded the case to the board. In 1984, an administrative law judge recommended that the board adhere to its 1981 decision [**presstime**, Dec. 1984, p. 51].

The bargaining unit includes drivers, mail clerks and mailroom helpers, but it excludes district sales representatives, delivery contract holders and office clerical employees.

Daily Advance Publisher James A. Wells was not available to comment on the board's latest decision.

(Drukker Communications Inc. and Its Wholly Owned Subsidiary The Daily Advance Inc. and Newark Mailers' Union Local 11, ITU, 277 NLRB No. 32) ☐

Strike paper in Canada is sold

The Guardian Express of Welland, Ontario, which was established in 1982 by members of the International Typographical Union following a labor dispute with the The Evening Tribune of Welland, has been sold.

The twice-weekly tabloid had been subsidized by "lockout" benefits from the ITU's strike fund [**presstime**, Sept. 1985, p. 30].

The Guardian Express was purchased for an undisclosed sum by Baxter Publishing Co. of Toronto, a family-owned company specializing in publications for the travel industry.

Simultaneous with the sale, a two-year labor agreement was signed with the Guardian's 20 employees, who voted unanimously in favor of the contract and the sale.

The paper has a circulation of about 25,000, according to Publisher Sterling E. Lund, who will remain in that position.

The daily Evening Tribune, which is owned by Thomson Newspapers Ltd. of Toronto, has a circulation of 16,603. ☐

Switch to contractors upheld

The NLRB regional director in Baltimore recently concluded that The Baltimore Sun did not violate the Taft-Hartley Act by switching from employees to independent contractors to deliver newspapers for street sales.

Regional Director Louis J. D'Amico also held that the company had no duty to bargain with Local 355 of the Teamsters over the conversion because the decision to convert was made prior to the time the union became bargaining representative of the employee district advisors. "Thus," he said, "the evidence indicates the employer considered and determined to convert to independent contractors for reasons other than the advent of the union."

The regional director also said the company's decision could not be considered to be "inherently destructive" of employees' rights. Therefore, he said, a complaint was "not warranted."

The union did not appeal D'Amico's decision.

In 1984, the NLRB ruled that the advisors were not supervisors [**presstime**, Aug. 1984, p. 50]. The employees subsequently voted to be represented by the union.

(A.S. Abell Co., NLRB Case No. 5-CA-17026) ☐

Route carriers not employees, judge rules

Motor route carriers delivering the Monterey (Calif.) Peninsula Herald are independent contractors rather than employees, an administrative law judge has ruled.

Judge Lee Tyler of the California Unemployment Insurance Appeals Board granted the company a refund of more than $39,000 in unemployment, disability and state income taxes that had been paid under protest.

Tyler found that under a written agreement between the carriers and the company, the carriers were paid for each newspaper delivered. State auditors had taken the position that the payments were wages paid to employees.

The judge noted, among other things, that the carriers assumed the expenses of delivery, were free to deliver other publications, and did not receive benefits such as paid vacations and holidays. He also observed that the company "reserved little if any control over the manner and means of accomplishing the deliveries."

(The Monterey Peninsula Herald Co., Calif. Unemployment Ins. Appeals Bd. Case No. SJ-T-10403) ☐

AP employees voting on new contract

Members of the Wire Service Guild will vote this month on a new one-year labor agreement with the Associated Press that includes a 3.5-percent pay increase.

If approved by the mail-ballot vote, the agreement would replace one that expired Nov. 30, 1985.

Under the proposed contract, reporters and photographers with at least five years' experience would earn $640 weekly, an increase of $21.50. They would continue to receive weekly geographic differentials of $15 to $35, depending on the cities in which they work.

The agreement also calls for an experiment with job-sharing and a four-day workweek. Under the job-sharing plan, two employees would share a single position by dividing hours, salary, vacation and benefits on a pro-rata basis.

The union represents about 1,400 reporters, editors, photographers and other employees at AP. ☐

ANPA/NPRA personnel workshop scheduled

A personnel management workshop sponsored by ANPA and the Newspaper Personnel Relations Association has been scheduled Feb. 16-19 in Chicago.

The workshop is designed for personnel managers from both large and small newspapers. Enrollment is limited and will be handled on a first-come, first-serve basis. Registration fee is $350. For further information, contact ANPA Manager/Personnel Relations Patricia P. Renfroe at The Newspaper Center in Reston, Va.

NLRB law judge supports newspaper on wage issue

An NLRB administrative law judge has recommended that the board dismiss a complaint issued in 1983 against the Ventura County (Calif.) Star-Free Press.

The complaint alleged that the newspaper had unlawfully changed the working conditions of editorial employees represented by News Media and Graphic Communications Union Local 784 by withholding so-called "step" wage increases.

The employees had been represented by an independent union, but in 1982 they voted to affiliate with the International Printing and Graphic Communications Union. The next year, the IPGCU merged with the Graphic Arts International Union to form the Graphic Communications International Union.

NLRB Judge Burton Litvack found that in a Jan. 5, 1983, bargaining session, the company had given the union notice that it would not pay the step increases. The union, however, "stood mute" on the subject for the next four months—a period encompassing two more bargaining sessions and several wage proposals.

Litvack said that after the union received notice of the company's position, it was required under board law to request bargaining on the subject in "timely" fashion. Because it did not, the union "waived its right" to bargain over the company's refusal to pay the step increases, the judge ruled.

The company had also challenged the validity of the merger between the IPGCU and the GAIU, contending that it was under no obligation to bargain with Local 784 as an affiliate of the GCIU. However, Litvack said that because of his conclusion on the complaint, he did not need to make any findings on that issue.

(Ventura County Star-Free Press and Printing Specialties and Paper Products Union, District Council No. 2, JD-[SF]-170-85) ☐

GCIU names Norton

The board of electors of the Graphic Communications International Union has declared James J. Norton president without an election.

Norton became acting president last year after the early retirement of Kenneth J. Brown [**presstime**, Oct. 1985, p. 51].

The board's action came after no candidate received sufficient support from local unions to be nominated to oppose Norton. His term runs to June 1988. ☐

Union's discipline upheld

A newspaper union's discipline of a member did not violate the Taft-Hartley Act, an NLRB administrative law judge recently concluded.

Karl G. Byrd, a paper handler at The Baltimore Sun, filed charges with the NLRB alleging that his union, Baltimore Newspaper Graphic Communications Union Local 31, had interfered with his rights by bringing internal union charges against him and fining him $200 for violating the union's constitution and laws.

The union contended that Byrd, a black, did not follow an established grievance procedure in protesting alleged racial slurs made by a white union member. Byrd had given a copy of a protest letter, addressed to his union steward, to a supervisor before the steward saw it.

Judge Marvin Roth found that Byrd had not engaged in an activity protected by the Taft-Hartley Act. "By sending a copy of his letter to the company, Byrd disregarded a procedure established through collective bargaining, whereby the union was initially responsible for maintaining discipline in the workplace," he said.

Roth noted that the NLRB generally affords "considerable latitude" to a union's right to maintain and enforce its rules of membership. The union's conduct "did not impair any statutory policy, reflected a legitimate union interest, and involved enforcement of union policy in a reasonable manner," he said.

The judge recommended that the board dismiss the complaint against the union.

(Baltimore Newspaper Graphic Communications Union Local No. 31 and Karl G. Byrd, JD-327-85) ☐

Board orders union to end secondary boycott

A three-member NLRB panel affirmed an administrative law judge's conclusion that the Newspaper and Mail Deliverers' Union of New York and Vicinity violated the secondary-boycott provisions of the Taft-Hartley Act by inducing its members not to handle Investor's Daily.

The judge found that union members employed by wholesalers refused to distribute the five-days-a-week publication to retailers because it was delivered to the wholesalers by non-union drivers.

The panel rejected the union's assertion that the judge's decision was the result of prejudice and ordered the union to stop its boycott [**presstime**, Sept. 1985, p. 54].

(Newspaper and Mail Deliverers' Union of New York and Vicinity and Raritan Periodical Sales Inc. and Investor's Daily Inc., 277 NLRB No. 64) ☐

NLRB elections

La Opinion, Los Angeles, GCIU: Full-time video display terminal operators in the editorial department voted 4-1 in favor of representation by Local 388 of the Graphic Communications International Union. In a separate election, other editorial department employees at the Spanish-language daily voted 15-13 against representation by the union.

(NLRB Case Nos. 21-RC-17687, 17689)

Reading (Pa.) Times and Eagle, Guild: Accounting, advertising, circulation and editorial department employees voted 143-56 against representation by the Philadelphia Newspaper Guild.

(NLRB Case No. 4-RC-16046)

Recent contract settlements

Atlanta Journal and Constitution, GCIU: Three-year agreement covering platemakers; retroactive to Jan. 1, 1985.

Columbus (Ohio) Dispatch, GCIU: Three-year agreement covering pressroom employees; retroactive to April 1, 1984.

Houston Chronicle, ITU: Three-year agreement covering mailroom employees; retroactive to July 15, 1985.

Montreal Gazette, ITU: Thirty-four-month agreements covering mailroom and composing room employees; retroactive to July 1, 1984.

Toronto Star, GCIU: Two-year agreements covering pressroom employees, paper handlers, photoengravers and mailroom employees; retroactive to Jan. 1, 1985.

(Details in December 1985 and January 1986 ANPA Labor & Personnel Relations Letters.)

Cooke eyes 6 more dailies in addition to L.A. Daily News

BUSINESS ROUND-UP

Jack Kent Cooke, who recently agreed to pay $176 million in cash for the Daily News of Los Angeles, has his acquisitive eye on more newspapers.

"As many as I can acquire at reasonable prices," is the way Cooke described his view on newspaper buying. Specifically, he said he is interested in acquiring six family-owned newspapers, but he would not identify them.

Cooke, whose holdings include the Washington Redskins professional football team, various cable interests and the Chrysler Building in New York City, has already shown a liking for newspapers, which he calls "good investments" and "one of the most intriguing assets a man can have." Last year, he made unsuccessful attempts to take over Multimedia Inc., a newspaper and broadcast company based in Greenville, S.C., and the Evening News Association in Detroit.

This time Cooke was successful by submitting the winning sealed bid for the Daily News (morning, circulation 150,403), a newspaper he calls "a dandy."

A Tribune Co. spokesman said the sale, announced Dec. 10, is expected to be closed in the first quarter. It will erase a conflict under federal cross-ownership rules that arose when the Tribune Co. acquired Los Angeles TV station KTLA.

In other recent business developments:

- The News American of Baltimore was put up for sale by The Hearst Corp. of New York City.

Peter R. Kent, president of the investment banking firm Henry Ansbacher Inc., which represents Hearst in the sale, said prospective buyers inside and outside the newspaper business have expressed interest. He noted the newspaper's assets include valuable downtown property adjacent to Baltimore's redeveloped inner harbor.

It is Hearst's intention to sell the paper to someone who would continue its publication, Kent said. However, he added, "That could change. It depends upon what kind of offers are put on the table."

- The St. Louis Globe-Democrat suspended publication Dec. 6, and Jeffrey M. Gluck was removed as publisher by U.S. Bankruptcy Court Judge David P. McDonald. The Globe-Democrat sought the protection of a Chapter 11 filing Sept. 26 [presstime, Dec. 1985, p. 51].

In a memorandum accompanying his order, McDonald said the Globe-Democrat had withheld more than $300,000 from its employees in the form of union dues, federal, state and local taxes, and United Way contributions. "Such conduct is both dishonest and gross mismanagement of the affairs" of the newspaper, the judge said. He appointed Edwin S. Jones, a former banker, as trustee.

A Globe-Democrat spokeswoman said the newspaper has no plans to resume publication at a specific date. "It really depends on investors," said Katharine A. Smith, the newspaper's director of public relations. The Globe-Democrat "is not financially hardy enough" to begin publication on its own "without an infusion of new capital," she said.

- Shareholders of Freedom Newspapers Inc. turned down a third offer from Harry H. Hoiles, who has been trying to gain control of the newspaper and broadcast group based in Santa Ana, Calif.

Kent of Henry Ansbacher Inc., who also represents Hoiles, said Hoiles is exploring the possibility of looking for outside buyers of the one-third share of the company owned by him and members of his immediate family.

- The board of The Times Mirror Co. of Los Angeles has approved a plan to reincorporate the company as a Delaware corporation.

Observers have noted Delaware law makes it easier for companies to defend against takeover attempts. The Times Mirror plan must receive regulatory and shareholder approval.

- At a special meeting Dec. 20, shareholders of the Evening News Association of Detroit approved the sale of the company to Gannett Co. of Arlington, Va. The result of the vote was essentially a foregone conclusion inasmuch as shareholders owning 60.3 percent of Evening News Association's common stock had already committed themselves to supporting the transaction. The sale is to be completed Feb. 15. ☐

Globe goes to court to retain Murdoch features

Blood proved thicker than ink in December when the Rupert Murdoch-owned News America Syndicate announced that nine comics, an editorial cartoon and a column will move from The Boston Globe to Murdoch's The Boston Herald in 1986.

The Chicago-based syndicate and the Herald were acquired by Murdoch after the original contracts for these features were signed with the Globe three years ago.

Particularly angered at the loss of nearly half of its 20 comics, the Globe filed for a preliminary injunction in U.S. District Court Dec. 13. The Globe charged that News America Syndicate had terminated the contracts without a stipulated 90-day notification.

The Globe also charged that the syndicate engaged in "unfair or deceptive acts or practices" by "negotiating with the Globe without disclosing its intent to ultimately terminate the contract." The Globe said termination "was not a decision made solely by the syndicate, and was in fact contrary to the best interests and initial intention of the syndicate," but came "as a result of pressure from Murdoch and the Herald."

At issue are nine comics—B.C., Wizard of Id, Andy Capp, Steve Roper, Apartment 3-G, Judge Parker, Momma, Fred Bassett and Dennis the Menace—as well as Herblock's political cartoons and the op-ed column of Rowland Evans and Robert Novak. The Globe will keep News America's Ann Landers.

The Herald has expressed hope that the new features will help it further increase circulation. When Murdoch acquired the Herald in December 1982, it trailed the Globe by about 228,000 to 511,000 daily. Last Sept. 30, the Herald had weekday circulation of 355,253, up about 12,000 copies from the year-earlier figure, and the Globe was 509,464, down nearly 11,000.

In announcing the relocation of the features, the Herald said there were two previous situations in which a commonly owned syndicate and newspaper made a similar transfer of syndicated material. ☐

UPI sale still unsettled

Opposition to the sale of United Press International to a Mexican publishing magnate and a Texas developer continued with legal protests in late December.

The chief opponent of the $41-million sale, competing bidder Financial News Network, filed notice of appeal in U.S. District Court for the District of Columbia in an effort to overturn the transaction.

FNN acted after U.S. Bankruptcy Court Judge George F. Bason approved an interim sale agreement in which Mario Vázquez-Raña of Mexico City and Joe Russo of Houston would pump $1 million into UPI immediately and pledge additional financial assistance as needed.

"We're not out of the picture yet," said FNN attorney Neal A. Jackson of Washington, D.C. "There are an awful lot of arrows left in our quiver."

Financial News Network is a Santa Monica, Calif.-based cable programming company that reports mainly on financial and economic affairs. It also offers some sports programming, including coverage of live events.

Although it has approved the interim sale agreement, Judge Bason's Bankruptcy Court in Washington, D.C., still must approve UPI's reorganization plan, which includes Vázquez-Raña's owning about 90 percent of the wire service and Russo's getting the remaining 10 percent. Bason is overseeing UPI's Chapter 11 bankruptcy proceedings [presstime, Dec. 1985, p. 50].

FNN's notice of appeal of Bason's interim sale approval followed a series of developments in December that at one time put the proposed purchase in doubt but later appeared to leave it intact.

Shortly after UPI management and creditors endorsed the Vázquez-Raña/Russo bid, FNN submitted another offer giving unsecured creditors about 60 cents on each dollar of debt. They would receive about 40 cents under the Vázquez-Raña deal.

Vázquez-Raña then filed suit in Bankruptcy Court, charging FNN was trying to interfere illegally with the sale. Bason imposed a restraining order prohibiting FNN from soliciting individual UPI customers or creditors.

Following that action, the committee of UPI creditors that has been involved in sale negotiations asked Bason for permission to consider new purchase offers, whereupon Vázquez-Raña threatened to withdraw his offer unless Bason approved the sale. ☐

Recent acquisitions

Ogden Newspapers Inc. of Wheeling, W.Va., acquired the Marshfield (Wis.) News-Herald, daily circulation 15,360, and The Times-Leader of Martins Ferry, Ohio, daily circulation 23,530.

Gannett Westchester-Rockland Newspapers acquired from Ogden Newspapers The Star of Peekskill, N.Y., daily circulation 10,811.

Nixon Newspapers Inc. of Wabash, Ind., acquired The Courier-Times of New Castle, Ind., daily circulation 13,808.

Thomson Newspapers Inc. of Des Plaines, Ill., acquired The News-Item of Shamokin, Pa., daily circulation 15,015.

Price Communications of New York City acquired The Register, Shrewsbury, N.J., daily circulation 28,347. ☐

ANPA mails survey on telecommunications

The Telecommunications Department of ANPA is surveying member newspapers in an effort to help newspapers improve their telecommunications operations.

By a mailed questionnaire, newspapers are being asked to provide information on their telecommunications equipment, services and management.

The information will be the basis for four resource documents: summary of the survey's results; a directory of newspapers' telecommunications systems; a consultant list; and statistical analysis of information in the summary.

Responses are due by Jan. 10.

Uzal H. Martz Jr. of the Pottsville (Pa.) Republican, chairman of the Telecommunications Committee, said "a high response rate is mandatory if the information is to be truly representative of newspapers nationwide." ☐

The Courier-Times

PEOPLE

Purchase of Courier-Times Negotiated

Reagan Makes New Arms Offer

Principal Don Markle

The Chambers family
of New Castle, Indiana, has sold

The New Castle Courier-Times

To Nixon Newspapers, Inc.

We are proud to have served as the broker for
the Chambers family interests in this transaction

Lee Dirks & Associates
313-259-0080

Speeches

Lloyd G. Schermer

Joe D. Smith Jr.

Carol G. Voorhees

Richard W. Neergaard

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041:

The Future of American Newspapers—A Panel Discussion
ANPA Director Charles T. Brumback, president, Chicago Tribune; ANPA Director Lloyd G. Schermer, president and chief executive officer, Lee Enterprises Inc., Davenport, Iowa; and Joel H. Walker, publisher and editor, Troy (Ohio) Daily News. Inland Daily Press Association annual convention, Chicago, Oct. 22.

The Hiring and Advancement of Minorities
David Lawrence Jr., publisher and chairman, Detroit Free Press. American Society of Newspaper Editors Minorities Conference, Ann Arbor, Mich., Nov. 14.

The News Media and Terrorism
Michael J. Davies, editor, publisher and chief executive officer, The Hartford Courant. Associated Press Managing Editors Association annual convention, San Francisco, Oct. 28.

Perils to Freedom and to a Free Press
Carl T. Rowan, syndicated columnist. Frank E. Gannett Lecture, Washington, D.C., Nov. 26.

Moving the International Mail
U.S. Assistant Postmaster General Walter E. Duka. ANPA Postal Committee meeting, Washington, D.C., Oct. 9.

Where the Press Is Free, the People Are Free
Dana Bullen, executive director, World Press Freedom Committee. UNESCO General Conference, Sofia, Bulgaria, Oct. 21.

The North American Newsprint Industry: A Status Update
C. W. Skarstedt, director/corporate planning, Domtar Inc., Montreal. ANPA Newsprint Committee/Canadian Pulp and Paper Association Newsprint Section meeting, Pointe Claire, Quebec, Nov. 7.

From the fifth annual ANPA Health and Safety Symposium, New Orleans, Oct. 31-Nov. 1:

An Overview of Newspaper Health and Safety Issues
Gene McDavid, vice president of the ANPA Technical Committee and vice president and general manager, Houston Chronicle.

Hazard Communication Responsibilities from the Perspective of the Publisher, Personnel Manager and Production Manager
Joe D. Smith Jr., president, Alexandria (La.) Daily Town Talk; Carol G. Voorhees, director/employee relations, Call-Chronicle Newspapers Inc., Allentown, Pa.; and William D. McGahan, director/operations, Newspaper Printing Corp., Nashville

Disaster Planning for Newspapers
J. Carrol Dadisman, publisher and president, Tallahasee (Fla.) Democrat

Newspaper Medical Services: The Nurse's Role
Barbara L. Jonic, manager/health services, The Boston Globe

An Effective Newspaper Safety Program
Sydney L. Jones, manager/safety and security, Atlanta Newspapers

ANPA's Hazpak Program
Richard W. Neergaard, ANPA manager/environmental services, Reston, Va.

ANPA *Calendar*

JANUARY

ANPA Human Resources Committee meeting
Hotel del Coronado, San Diego, Jan. 5

ANPA Labor and Personnel Relations Conference
Hotel del Coronado, San Diego, Jan. 5-8

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Jan. 6-10

ANPA Management Development Workshop
Sir Francis Drake Hotel, San Francisco, Jan. 13-16

ANPA Technical Committee meeting
The Newspaper Center, Reston, Va., Jan. 14-15

ANPA Operations Management Conference & Exposition Arrangements Committee meeting
The Newspaper Center, Reston, Va., Jan. 14-15

ANPA Board of Directors meeting
Ocean Reef Club, Key Largo, Fla., Jan. 20-22

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., Jan. 20-24

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Hyatt Sarasota, Sarasota, Fla., Jan. 27-29

FEBRUARY

Newspaper Executives Marketing Seminar sponsored by ANPA and the International Newspaper Promotion Association
The Houstonian, Houston, Feb. 2-8

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Feb. 3-7

ANPA Newspaper Process Camera Techniques Seminar
The Newspaper Center, Reston, Va., Feb. 3-7

ANPA Postal Committee meeting
Feb. 4-5

Personnel Practices, Procedures and Policies Workshop sponsored by ANPA and the Newspaper Personnel Relations Association
The Hotel Continental, Chicago, Feb. 16-19

ANPA Advanced Management Workshop
Hyatt Sarasota, Sarasota, Fla., Feb. 17-19

ANPA Newspaper Color Scanner Operation Seminar
The Newspaper Center, Reston, Va., Feb. 24-28

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Sonesta Beach Hotel, Key Biscayne, Fla., Feb. 27-28

ANPA Industry Affairs Committee meeting
Hyatt Regency Long Beach, Long Beach, Calif., Feb. 27-28

MARCH

Managing People in the Circulation Department Workshop sponsored by ANPA, the International Circulation Managers Association and NPRA
Hyatt Regency Austin, Austin, Texas, March 3-5

ANPA Telecommunications Committee meeting
Vista International Hotel, Washington, D.C., March 4-6

ANPA Executive Committee meeting
Hyatt Regency Washington, Washington, D.C., March 6

ANPA Government Affairs Committee meeting
Hyatt Regency Washington, Washington, D.C., March 6-7

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., March 10-14

ANPA Total Newspaper Conference
The Don CeSar Hotel, St. Petersburg, March 17-19

ANPA

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Edwin L. Heminger, The Courier, Findlay, Ohio
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John Grey Montgomery, Montgomery Publications Inc., Junction City, Kan.
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Donald E. Newhouse, The Star-Ledger, Newark
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Chapman, Wilson, Sulzberger, Cowles nominated as officers

Alvah H. Chapman Jr., chairman and chief executive officer of Knight-Ridder Newspapers Inc., will be nominated in April to serve as the Association's next chairman and president.

Alvah H. Chapman Jr.

George W. Wilson

Arthur O. Sulzberger

William H. Cowles

Also to be nominated at the 100th Annual ANPA Convention in San Francisco are:

- For vice chairman, George W. Wilson, publisher of the Concord (N.H.) Monitor
- For secretary, Arthur O. Sulzberger, chairman of The New York Times Co. and publisher of The New York Times
- For treasurer, William H. Cowles 3rd, president and publisher of The Spokesman-Review and Spokane Chronicle.

The slate of officers was approved by the Board of Directors during its Dec. 5-6 meeting in New York City. It will be offered at the Convention by the Nominating Committee headed by William C. Marcil, publisher of The Forum of Fargo, N.D.

Under new procedures adopted by the Board in September, officers will serve one-year instead of two-year terms and will follow an annual succession to the chairmanship [presstime, Oct. 1985, p. 64]. Current Chairman and President Richard J. V. Johnson will remain on the Board for one year and will chair the next Nominating Committee.

During the New York City meeting, the Board also adopted a 1986 Association expense budget of $12.1 million to provide continuing work and emphasis on printing quality, postal matters, training, legal, government relations, telecommunications, human resources and other programs.

Revenue for the year, with *no* change in the dues formula, is expected to be $12.8 million, with the balance over expenses going to reserves and capital-equipment expenditures. The expense figure represents an 8.9-percent increase over the 1985 budget; the revenues a 12.9-percent increase.

Postal affairs, both second- and third-class, will continue to receive priority status in 1986 with some $475,000 earmarked for such work. Presstime will continue monthly at about its current number of editorial and advertising pages. Two new technical publications will be produced—a Color Ink Book and an Advertising Specifications Manual.

The ANPA staff will increase to 154 with the addition of an industrial hygienist, an ink technician, a flexo-press technician and a computer programmer. ☐

Trustee nominations announced

Edwin L. Heminger and Charles T. Brumback have been nominated to the two top officer positions on the ANPA Foundation Board of Trustees.

Edwin L. Heminger

Charles T. Brumback

Heminger, editor and publisher of The Courier in Findlay, Ohio, was nominated to serve a one-year term as chairman and president.

Brumback, president and chief executive officer of the Chicago Tribune Co., was nominated for a one-year term as vice chairman.

Under new procedures adopted by the Trustees, the vice chairman moves up to the chairmanship after completing the term in the number-two position.

The nominations were made by the ANPA Nominating Committee and approved by the Trustees in December. ☐

New members

HONDO ANVIL HERALD

Hondo, Texas (circulation 3,400). William E. Berger, president.

Florida Flambeau

Tallahassee, Fla. (circulation 20,000). Richard E. Johnson, general manager.

Wright County Journal-Press

Buffalo, Minn. (circulation 5,020). James P. McDonnell Jr., publisher.

FALL RIVER Herald News

Fall River, Mass. (circulation 39,198). Edward F. St. John, publisher.

Lake Powell* Chronicle & Navajo-Hopi Observer

Page, Ariz. (circulation 2,817). Linda Ritchie, publisher.

the Rensselaer Republican

Rensselaer, Ind. (circulation, 3,087). David L. Smith, publisher.

Gov. Cuomo among speakers at Convention April 21-23

New York Gov. Mario M. Cuomo is expected to be among the speakers at the 100th Annual ANPA Convention in San Francisco April 21-23.

Others invited to address the gathering include President Ronald Reagan, who spoke at the 1983 ANPA Convention, and Britain's Prince Philip.

Mario M. Cuomo

Unlike four years ago when the Convention was in San Francisco's Fairmont Hotel, the 1986 Convention will be in at least two locations in the city.

The Fairmont will be the headquarters hotel used for most of the meal functions and the topical clinics. The Masonic Auditorium, about two blocks from the Fairmont, will be used for general sessions. Shuttle-bus service will be provided.

"We have some unusual logistical problems with this Convention because of the possibility of having meetings in different buildings," said Joseph F. Barletta, president of the San Francisco Newspaper Agency and chairman of the ANPA Convention Arrangements Committee.

Program plans currently on the Committee's drawing boards include a mock libel trial and sessions on telecommunications and terrorism.

Similar to the 1985 Convention in Miami that had a session focusing on nearby Latin America, the 1986 program also capitalizes on the location of the Convention city and tentatively includes a segment devoted to the "Pacific rim."

Among other subjects being considered for general sessions or topical clinics are: aging, excellence, literacy, MTV Networks Inc., a new look at readers, and the "radically reorganized newspaper."

Because the Convention will be the Association's 100th, speakers will be asked to predict what subjects will be in newspaper headlines 100 years from now.

There will be a couple of Tuesday scheduling differences in the Convention program. In order to provide another prime slot for a key speaker, ANPA will organize the Tuesday luncheon program, handled in recent years by United Press International. UPI may prepare a special segment for another program time. And, in order to provide a different Tuesday evening event this year, the usual dinner-dance will give way to a special reception affair leaving conventioneers more free time that evening, according to ANPA Senior Vice President Thomas C. Fichter, who manages the Convention.

Fichter said he expects a large turnout for the Convention. "Attendance has always been very strong in San Francisco; this time, I wouldn't expect it to be any different," he said.

The event will begin a cycle of Conventions in the West biennially: Honolulu, 1988; Los Angeles, 1990; and Vancouver, British Columbia, 1992.

For the second year, **presstime** will sponsor a "fun run" for Convention registrants and their families. It will be held at the Marina Green on San Francisco Bay.

Optional pre-Convention tours of California wine country are planned. Trips also will be scheduled during Convention week to the city archives, Filoli Gardens and Victorian homes.

Convention registration information will be mailed this month. ☐

Skover named ANPA Foundation assistant director

Linda B. Skover has been promoted to assistant director of ANPA Foundation.

Linda B. Skover

Manager of educational services since 1979, Skover joined the Foundation in 1977 as Newspaper in Education field services advisor. In addition to her new duties as assistant director, Skover will continue to oversee the NIE program as well as the new ANPA effort to combat illiteracy.

Since Skover has been manager of educational services, the number of newspapers sponsoring NIE programs has increased from 350 to more than 600.

Prior to coming to ANPA Foundation, Skover coordinated educational services for The Detroit News and taught in Detroit public schools. ☐

A new resource on libel, privacy

Bruce W. Sanford's recently published book *Libel and Privacy: The Prevention and Defense of Litigation* is a historical and practical reference source for lawyers, editors and writers.

Sanford, a partner in the Washington, D.C., office of the Baker & Hostetler law firm, writes that libel lawsuits "serve as a soapbox—and an expensive, rickety one at that—for diatribes about the unaccountability and unfairness of the press."

The 720-page, hard-cover book is available for $70 from Law & Business Inc./Harcourt Brace Jovanovich, publishers, 855 Valley Road, Clifton, N.J. 07013. ☐

Assessing the future of electronic publishing

What will be the long-term effects of electronic publishing on such institutions as newspapers, universities and libraries?

Electronic Publishing Plus: Media for a Technological Future offers insight on this and other topics of the new information age.

The book is a collection of 39 articles written by participants of the 1984 forum of Annenberg School of Communications' Washington Program.

The 372-page book was edited by Martin Greenberger, professor of public policy and analysis at UCLA Graduate School of Management.

Copies are available for $45 from Knowledge Publications Inc., 701 Westchester Ave., White Plains, N.Y. 10604. ☐

Making the most of an interview

"Good interviewers learn to relax with their subjects so that the interview seems like a conversation instead of an inquisition," writes Shirley Biagi in *Interviews That Work: A Practical Guide for Journalists.*

Biagi, a journalism professor at California State University at Sacramento, discusses note-taking and organization, research, the interviewee, choosing and using quotes, legalities and more.

The 1,984-page, soft-cover book is available for $15 from Wadsworth Publishing Co., 10 Davis Drive, Belmont, Calif. 94002. ☐

over-set

Whisker watch

Another in the long stream of newspaper diversification efforts is a catfish ranch owned by Donrey Media Group.

Donrey Catfish Growers near Duckwater, Nev., is producing 2,500 pounds of the meaty fish weekly in spring-fed, man-made raceways. It hopes to expand to 7,500-10,000 weekly.

Lawyer unwinds in reel room

Elfie G. Holzwarth has an unusual way of dealing with stress. While other attorneys may play racquetball or golf on Saturdays, the 43-year-old civil attorney spends hers working part-time as a roll handler in the reel room of the Chicago Tribune.

She took the job to help out when three unions struck the daily last July, and to learn how a modern newspaper is published. Her Tribune paycheck is not really needed.

"Essentially, I thought it might be interesting," she explains. "When I finally did it, I found it invigorating."

The stress of reel room work is "more physical than the mental stress of practicing law," Holzwarth notes.

She plans to continue to strip wrappers off rolls "as long as they need me," she adds. "The people are a lot nicer to work with than attorneys. They help each other out."

Elfie G. Holzwarth

David J. Winkworth, manager of the Publishers Bureau of New Jersey, which facilitates newspaper labor negotiations, seems to have instilled healthy reading habits in his 1-year-old grandson, Stewart Winkworth.

Hoosier State is middling in population, but up high in number of dailies

he states with the largest number of daily newspapers are, in order, California, which ranks first in population, Ohio (7th in population), Pennsylvania (4th) and Texas (3rd).

Tied for fifth place are New York, the nation's second most populous state, and—surprise!—Indiana.

With current population estimated at about 5.5 million, Indiana ranks only 14th among the 50 states. So why does it have so many dailies—75, twice as many as two states of comparable population, Georgia and Virginia?

Richard W. Cardwell, general counsel of the Hoosier State Press Association, suggests it's because Indiana has a wealth of small, "self-contained" communities that are a good breeding ground for dailies.

However, Cardwell says competition from shoppers and direct mail is affecting advertising revenues of Indiana's dailies, and he expects to see some of them trim days of publication. One daily, the Mount Vernon Democrat, switched to semiweekly last year (presstime Dec. 1985, p. 24).

"We do have communities that marginally support a daily," he says.

Eating the losses of boffo promo

What's worse than failure? Sometimes, it's success.

In the case of Gannett Co.'s promotion of USA Today with General Mills products, the reach for subscribers may have caused corporate indigestion.

Seizing an opportunity presented in a coupon insert placed in Sunday newspapers around the country, about 450,000 households opted to turn food for the body into food for the mind. They parlayed eight proofs-of-purchase for cereal, baking goods and treats into six home-delivered months of USA Today.

A $59 value. For nothing.

At December's annual Outlook for the Media conference of securities analysts, which is normally devoted to more serious matters than Cheerios and Fruit Roll-Ups, Gannett Chairman and Chief Executive Officer Allen H. Neuharth conceded that his company's losses in the endeavor will be "significant."

Those who devoured the requisite boxes of Hamburger Helper, Betty Crocker Au Gratin Potatoes and Chewy Granola Bars will have a "definite negative impact" on Gannett. They may even have cost the company its coveted double-digit earnings increase in the fourth quarter of 1985.

Newspaper numbers

197—net increase in the number of U.S. Sunday newspapers since 1970.

155—number of U.S. daily newspaper groups (defined as ownership of two or more dailies).

68.3—percentage of U.S. daily newspapers owned by groups.

78—percentage of U.S. daily newspaper circulation accounted for by group-owned papers.

Greetings from
MIAMI

There'll be a new attraction in Miami this year.

It's brand new flexo press units at the *Miami Herald*. Less than two years ago *The Herald* bought two M.A.N.-Roland *Flexoman®* units for an experiment with flexography. The results were so gratifying that *The Herald* is adding seven more units to their press room.

Why? Because *Flexoman* produces superb quality. The smoother solids and vibrant colors appeal to advertisers and readers alike. And the quick-drying inks eliminate rub-off and set-off.

The Miami Herald
THE MIAMI NEWS

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